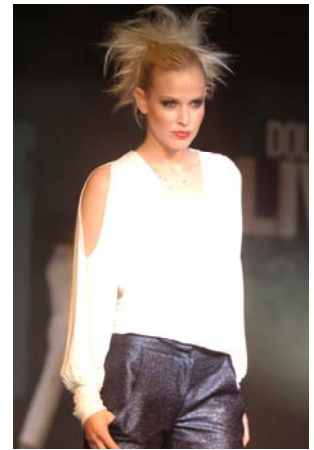


# Case Study

## Style in the City Birmingham

3-6 April 2008



Enkanta were retained by Brand Events Ltd to add expertise to their existing team for the launch *Style in the City* event. The project remit included:

- Creation of event ticket to attract visitors.
- Briefing ticket management company.
- Website maintenance and copy creation.
- Direct marketing including multiple email broadcasts and bespoke micro campaigns created for all event partners (including Jaguar, Selfridges, House of Fraser, Harvey Nichols, Adidas, Toni & Guy)
- Liaison with design agency to produce all project collateral
- Working with production team and choreographer for catwalk event
- Project managing all aspects of the Pre-Show launch party and catwalk show, including VIP hosting, provision of VIP transport, liaison with PR company and media, management of guest list and RSVPs, managing seating plan and post show party.
- Working with Birmingham City partners (Retail Birmingham and Marketing Birmingham) to ensure all relationships were maintained.
- Creation of all signage and branding for the event.
- Provision of hostesses for the event.
- Creation and execution of marketing partnership programme with all retailers in Birmingham City Centre across five different sites.

The event attracted 10,000 visitors over four days in three temporary structures across the city centre. A free bus service was provided to transport visitors to these and an additional two venues.



**The Mailbox**  
Collect your Christopher Kane designer goody bag from The Mailbox. Inside you'll receive a limited edition "Style in the City" Rewards card with an invitation to exclusive events at The Mailbox and a free glass of champagne.

Voted Birmingham's most stylish retailer, join the expert team of leading stylists and models for a stage event of key trends and looks for the season a must to get the best styles this season. With entertainment throughout the weekend this is a haven for fashion savvy shoppers.

Key events included the launch of Trinny & Susannah's Style Academy, five live catwalks shows per day hosted by Kelly Osbourne, featuring fashions from key retailers in the city and a special selection from Jacob Kimmie and Osman Yousefzada.

Brand Events were delighted with Enkanta's input:

**"What can we say...?! We could never have pulled it off without you. You were amazing - never for one second did we think you didn't have our best interests as your top priority.**

**"We definitely look forward to working with you again."**