



VIP MAKE-UP EVENT

CLIENT: GIORGIO ARMANI COSMETICS

Giorgio Armani Cosmetics came to Blackjack in order to provide a campaign that would enhance the customer experience whilst travelling. The campaign was to stage a VIP event on the make-up counters of Heathrow's Terminal 5 inviting passengers to have a luxury make-over.

Blackjack provided a member of staff to cover morning and afternoon shifts for the 7 days of the promotion. The staff member played the part of a waiter dressed in a tuxedo offering a meet and greet service to passengers and handing out invites to the Giorgio Armani counters. Blackjack also dealt with the sponsorship and co-branded the event with Lanson Champaign with Giorgio Armani chocolates flown in specially from Milan.

All logistics were taken care of by Blackjack in order to provide an end to end service from concept through to delivery with continuous event management and feedback throughout.

CLIENT TESTIMONIAL:

It has been a great pleasure working with you as everything went incredibly smoothly and I sincerely hope to continue working with you on future VIP events once we have proven it is a huge hit in store.

Lucy Bradshaw, L'Oreal Luxury Products, Giorgio Armani Cosmetics.