

Mars: Category Vision Launch

Audience: 250

Location: Wokefield Park, Berkshire

Project: Internal Launch & Engagement Event



Background & Objectives

Mars Chocolate had recently invested heavily in research to uncover consumer drivers in the confectionary market. This resulted in a new UK strategy which required roll out to key Sales and Marketing Associates. The 5 'drivers' needed to be fully understood by and embedded in the DNA of the team.

The Experience

- 5 immersive experiences were created to reflect the drivers
- Branded environments - supported by lighting, props, media and audio - provided platforms for the presenters to engage the audience in the new strategy
- Interactive content was developed – including a gameshow and photography session – to help involve the team and embed messages
- Day two revealed the activity plan for the year ahead and how to activate it; Associates then collaborated to share findings and create plans

Results & Outcomes

The conference was a success and the creative detail in each breakout room provided focal points and helped form discussions. The objectives were met and the new strategy was creatively and effectively communicated. MotivAction went on to deliver a similar event in the following year to reinforce the drivers and move the strategy to the next phase.

