

Virgin Media: Launch Events

Audience: 580

Location: London

Project: Launch Events



Background & Objectives

Virgin Media Business (previously known as ntl:Telewest) launched with the aim of bringing the Virgin philosophy to the business telecoms market, providing innovative, high quality solutions built on brilliant customer service.

To celebrate the launch of Virgin's largest B2B brand, the client decided to hold a press event and a customer, staff and supplier event. The purpose of both was to engage key stakeholders in advance of the breaking news and get them excited. It was important to communicate key messages whilst delivering an experience which influenced an emotional and positive response to the new brand. Fun, informal events with a 'wow' factor fitting with such a milestone to the Virgin company history.

The Experience

Guests were unaware of the re-branding (from ntl:Telewest to Virgin Media Business), so measures were put in place so as to avoid confusion about the two brands.

- Prior to the announcement, event staff wore green ties and neck scarves and ntl:Telewest branding was used
- Following the announcement, all branding reflected the new Virgin Media Business brand and event staff wore red ties, neck scarves, hats and gerberas

PRESS EVENT – The Collection, South Kensington

- 80 journalists were invited to an exclusive London restaurant for 'Cocktails and Q&A', with executives from Virgin Media Business and Sir Richard Branson
- Architectural and set lighting changed from green to red as the new Virgin Media identity emerged from the existing ntl:Telewest branding
- A contemporary 3 piece jazz band and DJ provided the entertainment



CUSTOMER EVENT – The Science Museum, South Kensington

- 500 guests were registered using barcodes sent to their mobiles before the event
- Guests were greeted with branded drinks and had exclusive access to The Dan Dare exhibition, reflecting a forward thinking Britain, before the briefing began
- The briefing was followed by a party – entrance to which was through an 8 metre projection tunnel, featuring bespoke Virgin Media Business content
- Guests interacted with the latest event technology - an ibar, a giant LED Graffiti Wall and table top touch screens - featuring custom designed branded content
- Entertainment included angelic stilt walkers, urban magicians, TV Heads and Virgin Masseurs
- Headline performances by the electronic string quartet Escala and chart-topping band, Scouting for Girls

Results & Outcomes

"It was really important that both events signalled the arrival of a business telecoms company that embodied the Virgin philosophy and was going to shake things up. We wanted press and customers alike to be wowed by both events.

The development of VMB Cocktails at the press event added a nice special touch, whilst the use of the Science Museum linked to the technical side of what we do with an injection of fun. It's unheard of in our industry to get such a large number of people together in one room, but we achieved it with this event. Although the time scales were tight, MotivAction were flexible and quick to react, meaning that we were able to deliver an event that far surpassed our expectations."

**George Wareing, Head of Strategy & Marketing Communications
Virgin Media Business**

