

TwentyFirstCentury Communications  
1.01 PM Building  
Clerkenwell Workshops  
27-31 Clerkenwell Close  
London EC1R 0AT



Live events: **Knight Frank Conference: Spirit**

## The Spirit of Knight Frank



The world's largest property consultants chose TwentyFirstCentury to produce their worldwide partners conference – Spirit.

The two-day event took place at The Celtic Manor Resort in Wales. Presentations were varied including, 'Who wants to be a property Millionaire' with presentations from David Meister and Ian Thomas, the famous lion tracker.

The opening sequence for the event featured a performance with hand held lasers.

The gala dinner featured an awards ceremony and a circ de soleil style cabaret. Overnight we produced a newspaper of the previous days' events that was delivered to the delegate's rooms.

Day two saw a presentation from space and design gurus Candy and Candy.

Live Events: **European Planning Event**

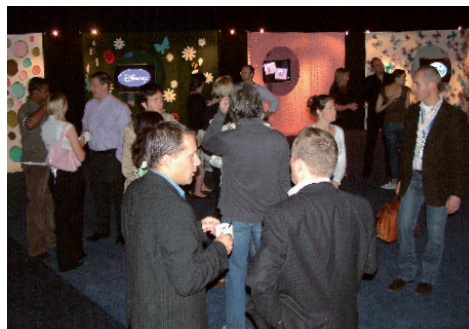
## European Planning Event

Working with DCP Home, we created a European planning event in Disneyland Resort Paris.

The event included an awards evening and dinner followed by an exhibition, conference and workshops. The exhibition, conference and workshops all took place in one large space. We designed the delegate journey throughout the environment, which

included interlocking rooms held together by temporary walls.

The set for the conference changed colour to match the colour palettes that were being presented for Autumn/Winter 2008. The exhibition zone displayed key elements of the various franchises and was used as a hub for the event.



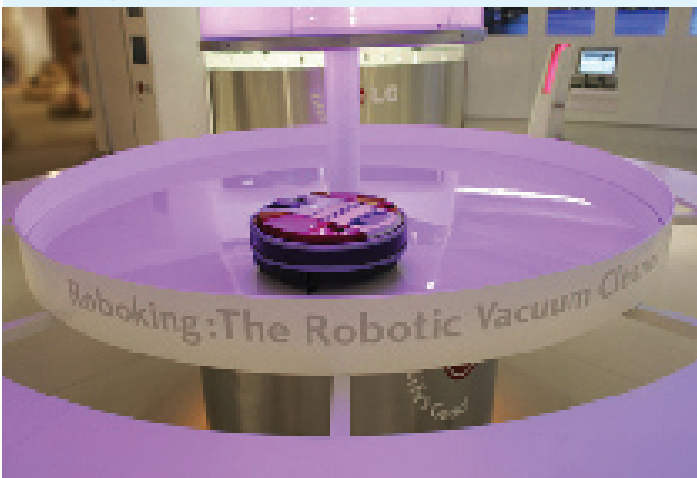
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our experience

Brand environment: **LG/Harrods**

## It's pure Brand Theatre® for LG



We designed and built a unique and innovative brand experience within the world-renowned shopping destination, Harrods, Knightsbridge, for LG Electronics

The driving forces behind the LG brand – Innovation, Imagination and Inspiration, inspire the i-Gallery experience. There's no retail ability within the space, it's pure Brand Theatre® designed to create a memorable, imaginative and compelling connection between the audience and the LG brand.

The LG i-Gallery is a showcase of the very best in LG innovation. To bring this theme to life, we created a futuristic environment that uses cutting edge technology and design to its best advantage. The environment has featured in Instore magazine and the future GDR Innovation Report.



Brand Event: **Whitehead Mann**

## Whiteheadmann Global Conference

Taking Place in Monaco, the global partners conference brought together delegates from WhiteheadMann offices around the world.

Held over two days the main element was the launch of their new initiative – One Firm Growing Together. We acted as consultants on the creation of the initiative, which was the first step to a programme of change, and continue to work with Whitehead Mann on the development of a new brand and identity.

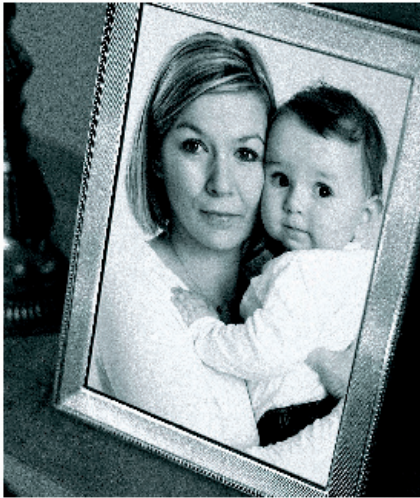
The event had presenters from offices around the globe that presented in a variety of formats including plays, videos and interactive role-play. Workshops were conducted around the venue and reported back included coercing the video cameraman to create a short film.





Campaign: **Close Brothers**

# Hitting the target (market)



**When you first signed up there was only Queen and Country.**

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**It doesn't discriminate between an exercise and a battlefield.**

We understand the unique requirements of those who work in the forces. For an instant Life Assurance quote, immediate policy review or even some help or advice call 08000 11 22 33 000 or +44 (0) 1722 342 245 or visit [www.aazali.com](http://www.aazali.com)



**You don't lead a normal life. You might not have a normal death.**

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Communicating with a predominantly young male target market, Close Brothers Military Services required a strong and hard-hitting campaign for their Life Assurance and Critical Illness products.

'Take Cover' was developed as an

all-encompassing position that is unique to Close Brothers and relevant to their target audience.

To be employed across all communication channels, the 'Take Cover' campaign uses emotional black and white images and

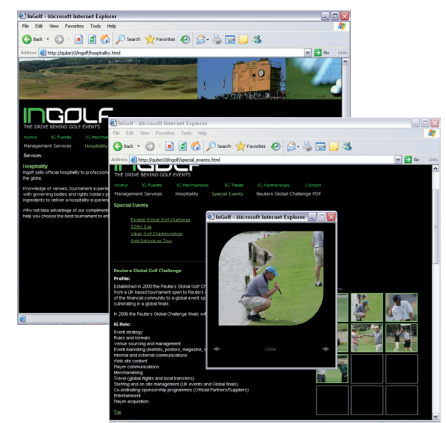
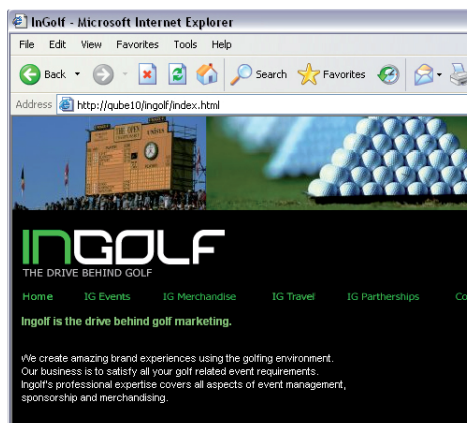
to the point copy lines to combat the target markets belief that they are invincible. It also raises awareness of the requirement for them to be fully covered.

The campaign is extremely poignant and addresses the reality of the danger faced by

Web design: **InGolf**

# New playing field for InGolf

To launch our strategic alliance with InGolf, we designed a new website for them. InGolf is the drive behind golf marketing, creating amazing brand experiences using the golfing environment. The relationship was forged to maximise TwentyFirstCentury's client activity in the exciting and highly specialised world of golf. If you'd like to find out more about this exciting opportunity, please contact our sales and marketing director, Roger Jones on +44 (0) 20 7612 1021



Brand environment: **Cyking**

## From the catwalk ...



To launch LG's Cyking vacuum range and bring to life LG's brand personality 'Delightfully Smart', we fused together the smart technology and delightful styling of the Cyking

The event was staged at the Science Museum and featured a competition, inspired by Cyking, for fashion students at London's top colleges. The students were briefed to focus on bringing the technology to life through design. The star of the awards was supermodel Erin O'Connor and the event was hosted by Red or Dead co-founder, Wayne Hemingway.

We also created dynamic home environments and demonstration areas that brought the Cyking's product benefits to life. Elements of the product itself were used as inspiration for design elements and theming. Focusing on the architectural and technical aspects, the design focused on making hard edged technology beautiful.

Award ceremony: **Vodafone**

## ... into the spotlight



TwentyFirstCentury were approached to bring to life the inaugural awards ceremony for the Vodafone UK Foundation, which is the company's charitable trust

Vodafone wanted to celebrate the contribution made by employees to communities across the UK.

With a charitable budget we transformed the Pavilion into a red carpet Awards spectacular.

On the 29th November over 200 finalists and charitable organisations had an amazing ceremony hosted by the newsreader and journalist Martyn Lewis CBE. Using the roof structure to project moving lights onto it and create an

**'I have just one word to say to you – brilliant!'**

impressive set, the whole evening was a spectacular success.

The following comments made it all worthwhile: 'I have just one word to say to you – brilliant! You created the perfect atmosphere in the Pavilion and the show captured everyone's attention throughout the entire evening'. Julie Brown, Group Event Manager.

'Really REALLY impressed with the Pavilion. Thought it looked absolutely crackin, WELL DONE! The whole evening ran perfectly and was extremely well organised and had an amazing glamorous feel. Ally Stevens, Senior PR Officer.



Live events: **Buena Vista Home Entertainment**

## Shiver me timbers!



### TwentyFirstCentury hoists the sales for Disney

Continuing a 17 year relationship with Buena Vista Home Entertainment, TwentyFirstCentury recently decked out County Hall on the South Bank with a pirate theme and launched three top video/DVD titles to a dangerous cutlass-rattling audience of hi-seas traders and cynical trade-press sharks.

Pirates of the Caribbean II - Dead Man's Chest, the new Disney/Pixar animation Cars and The Walt Disney Classic - The Little Mermaid were all set to sale amid a

pirates and Caribbean theme, including a ship-shape stage and the stunning mainsail projection screen.

Lanterns lit the decks, and the figurehead wasn't the only face smiling as the evening's announcements and high seas shenanigans combined to ensure a jolly good time was had by all.

"That was the standard that all other presentations have to aspire to" quipped one of the ship's mates, before racing off to the red themed Cars after-party.

**Arrr! Success again, me hearties!**

Award ceremony: **Vodafone**

## Vodafone Cricketer of the Year – It's a six!

For the sixth year running, we have staged the England Cricketer of the Year Awards for Vodafone.

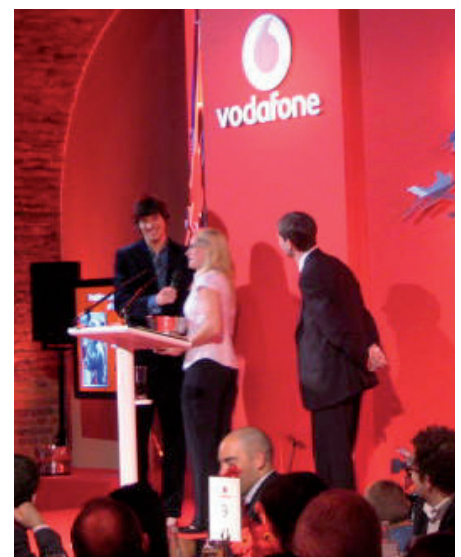
Once again, we captained the creation of a successful event, this time at the Vinopolis, Bankside in London.

The evening brought the new Vodafone brand values of Red, Rock Solid and Restless to life through the environment, venue, style and format of the awards.

We also delivered a gifted googly

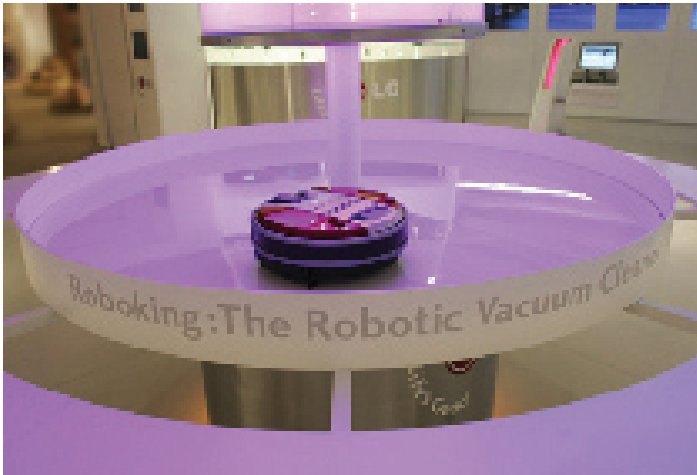
for these new brand values, by twisting expectations with a new host (Vernon Kay), some giant cricketers (on stilts) and a new quick and casual style – the perfect team to both reflect and attract cricket's new younger audience.

The event concluded with a quick-cut rock-style video summary of the evening, the crowd on their feet (and not just because they were going home) and coverage on the BBC and Sky.



Brand environment: **LG/Harrods**

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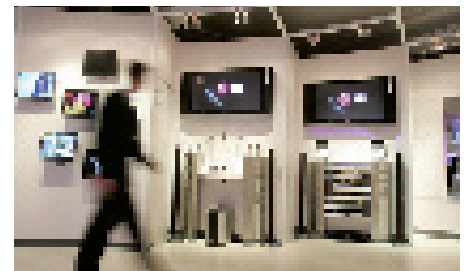
### Highlights include

- A panoramic 'window-on-the-world' that seamlessly runs high definition images and video across ten 50-inch Plasma screens – creating the illusion that the whole environment is revolving.
- Interactive mobile phone demonstration pods that allow the audience to explore LG's extensive range of mobile devices including live mobile phone demonstrations (including MP3 and gaming handsets) and access information on many of the innovative products showcased in the environment.

- Cameras mounted to mobile handsets allow staff to demonstrate features and benefits of the devices to a wide audience by relaying handset information via plasma screens.

- Directional sound zones to welcome visitors to the i-Gallery.
- A program of continuous product updates, environment changes and new demonstrations to keep the area fresh and worth exploring every visit is already underway

Designing and constructing a brand experience that showcased such a diverse range of products in such a prestigious building was a demanding and exciting brief. The space has exceeded the client's expectations and elevated the LG brand to the next level.



Brand environment: **Sony**

## Re-positioning Sony's PS2

We were asked to create a brand experience for Sony Computer Entertainment for Europe's PS2 console and gaming software for the newly refurbished Tesco Bar Hill, Cambridge

Sony wanted to re-position their PS2, as an entertainment platform, (as well as a gaming console). They also wanted to maximise the merchandising opportunity and generate increased sales revenue as a direct return on investment.

We created an exciting retail space for them to showcase new gaming content,

which featured a central "periscope" design, directional sound, atmospheric lighting and point of sale merchandising.

The whole space was designed and branded for Sony PS2, with the added flexibility to change the branding to PSP and PS3 upon launch in the UK.

