



BLEND GROUP



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Case Studies

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A diverse range of successful Case Studies that demonstrate our expertise in event execution and client engagement.

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Partnerships

Case Studies





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Overview of Ferrari Partnership Activation 2023 – 2024

Purpose

As the primary activation partner for a Ferrari Team Partner, we are dedicated to delivering unparalleled Formula 1 race experiences to prospects and clients across 16 plus races a season. Our role encompasses the conceptualization, creation, and execution of memorable activations, along with meticulous management of day-to-day operations to ensure seamless and unforgettable events.

Key Objectives

- Increase Brand Exposure: Amplify brand visibility through varied and strategic activations across 16 + races a season
- Enhance Brand Experience: Curate exceptional and memorable experiences that leave lasting impressions on clients & prospects.
- Conceptualise New Ideas: Continuously innovate and develop creative concepts that set new standards for the Team Partner
- Organise and Liaise with Guests: Ensure efficient comms and coordination with guests to maintain flawless event experience



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Monza Grand Prix, 2023

Event Breakdown

- Thursday: Product briefing event hosted in private restaurant in the Armani Hotel, Milan, followed by reception drinks and dinner
- Friday/Saturday/Sunday: Delivery of merchandise to all guests, Ferrari Paddock Club, Grid Walk,

Inclusions

- Accommodation: Armani Hotel
- VIP Transport: Private coach transfers to and from hospitality
- Hospitality: Clients split across multiple hospitalities

Key Highlights

- Positive feedback from Team Partner and guests with fantastic views over the track
- Contact with C-Suite business executives for product and brand exposure
- High-end dining and hospitality
- Seamless transport arrangements
- Multi-hospitality management





Las Vegas Grand Prix, 2023

Event Breakdown

- Wednesday: Opening ceremony
- Thursday: Client networking event ahead of travel to the circuit
- Friday: Activation event at Top Golf, followed by team drinks and evening at the circuit
- Saturday: Client networking ahead of travel to the circuit
- Sunday: Client breakfast and recovery brunch at the Sphere

Inclusions

- Accommodation: Vdara Hotel
- VIP Transport: Provided, with options for guests to walk or take shuttles
- Hospitality: Clients split across multiple hospitalities

Key Highlights

- Large-scale event execution with great brand exposure at a premier venue
- Flexible transport solutions
- Diverse hospitality management





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Monaco Grand Prix, 2024

Event Breakdown

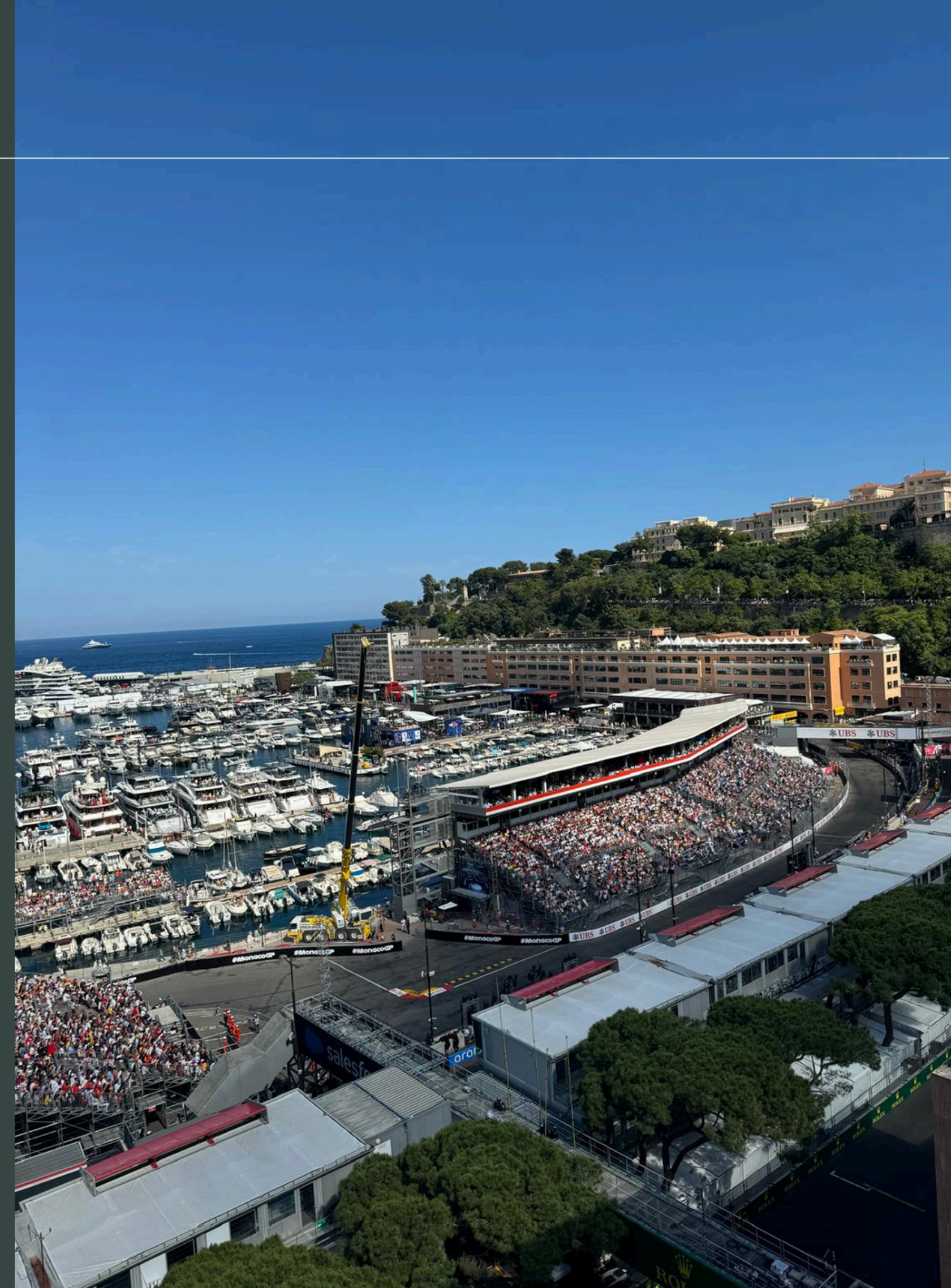
- Friday: Product presentation and group networking,
- Saturday: Day at the circuit in a private terrace integrated with additional product discussions and cooking workshop with live music for dinner
- Sunday: Day at the circuit in a private terrace with further product discussions followed by a private dinner in Nice

Inclusions

- Accommodation: Chateau Saint Jeannet
- VIP Transport: Private coach transfers to and from hospitality
- Hospitality: Private terrace with view of 75% of the track
- Catering: All-inclusive food and drinks

Key Highlights

- Exclusive Chateau setting with immersive experiences
- Comprehensive hospitality and catering
- Strategic product presentation opportunities

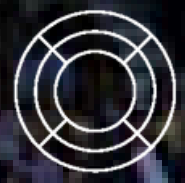




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Ticketed Events

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The Championships Wimbledon, 2024

Event Summary

- Procurement of Centre Court or Court No. 1 Debenture tickets
- Courtside Restaurant reservations
- Transportation and hotel accommodation where needed
- Requirements include; Client entertainment, contact time with key business executives and private entertainment



Paris Olympics, 2024

Event Summary

- Procurement of hospitality tickets for multiple events throughout the Olympics 2024
- Ticket and platform management
- Additional services provided where required include transport, accommodation and sightseeing activities
- Requests to build client trips around attendance to multiple event session across the two weeks



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Events Services

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Maranello Business Partner Summit

Client Overview

Ferrari Team Partner looking to showcase their partnership at their annual EMEA BP summit

Purpose

- Bringing peers within the tech industry together
- Product exposure with real life case study (Scuderia Ferrari)
- Memorable experience

Event Summary

- 80 industry peers hosted in the home of Ferrari, dining in the best and most famous restaurants Maranello has to offer
- Detailed presentation summit showcasing the client brand and their products
- Unique Ferrari experiences including time racing on track and in the factory





Guerlain, 2024

Client Description

- Luxury perfume brand looking to host their top clients over a 3-day London event

Purpose

- Incentive trip for top clients in the APAC region

Event Summary

- 30x VIP Clients on a 3-day escape to London
- Accommodation, VIP transport, event hosts, hair & makeup artists. Gala dinner, tourist attractions, branded London bus activation and fine dining experiences





All-Female Networking Event

Client Description

- Law firm within the offshore magic circle

Purpose

- Bring together female leaders and partners within their business and wider industry to network and have an afternoon building connections with like-minded peers and partners

Event Summary

- Private lunch for 40x Female Lawyers on a chartered boat, Silver Barracuda, in central London.



Annual Board Strategy Meeting

Client Description

- Leading global tech firm

Purpose

- Bring together the founders and board for the leadership team to show case divisional progress and updates

Event Summary

- Hotel accommodation, private transport
- Multiple meeting rooms with full in person and online AV set up
- Evening entertainment and dining in iconic locations such as sketch





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