



# NIGHTINGALE CASES

OVERVIEW



NIGHTINGALE



## STARBUCKS 10TH ANNIVERSARY | BELGIUM



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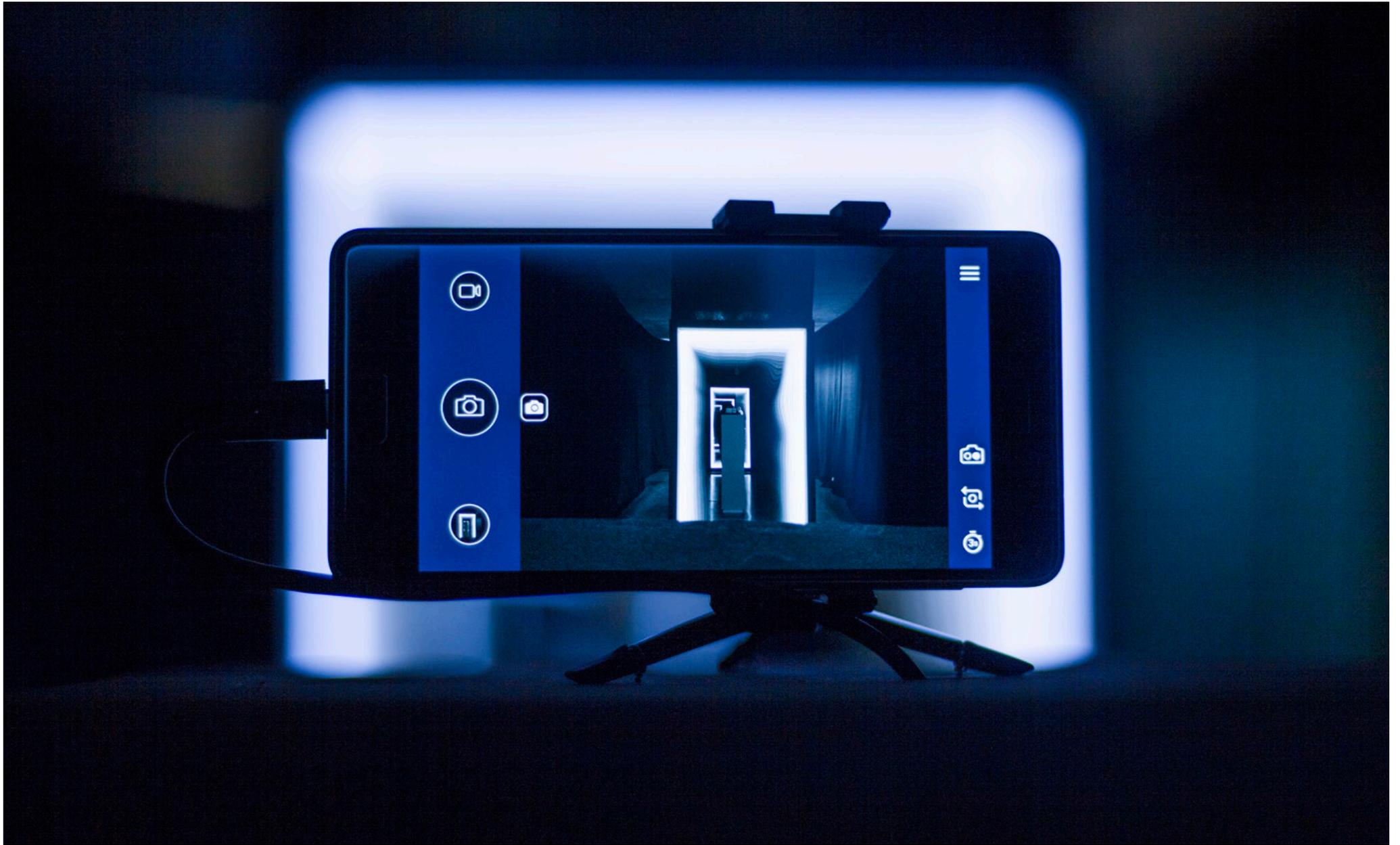
COMMUNICATION & SOCIAL CAMPAIGN MEETS NATIONAL EVENT PRODUCTIONS

### BRIEFING

A decade after the first Starbucks store in Zaventem Airport, the collaboration between Starbucks and Autogrill spawned 19 different coffee locations. To celebrate this milestone, the two tapped Nightingale to create awareness surrounding the anniversary.

### EXECUTION

Press and consumers were informed about the nationwide and local Antwerp & Brussels celebration events through a communication and social campaign. In Antwerp and Brussels, Nightingale also handled production for the dedicated influencer brunch. The campaign was featured in multiple print and online outlets, from newspapers to magazines, and the social campaign resulted in a reach of 449K during the day of the event. The Antwerp location handed out 3000 cups of coffee and had to close two hours earlier due to the success.



## NOKIA 8 LAUNCH | BENELUX



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EVENT CONCEPT & PRODUCTION FOR THE LAUNCH OF THEIR NEWEST FLAGSHIP MODEL

### BRIEFING

After Nokia lost its footing in the mobile market, HMD Global revamped the iconic brand for the new mobile era. Among other releases such as the Nokia 3, 5 and 6, tech giant Nokia appointed Nightingale for the launch of the revolutionary Nokia 8.

### EXECUTION

Adapting a hybrid concept, Nightingale created both the concept, scenography and spatial design of this event, including the three experiential installations that creatively demonstrated the newest features on the Nokia 8. Additionally, Nightingale handled all communications and media relations for the Benelux market. To expand on the momentum created by the launch event, Nightingale also advised Nokia to seed their new mobile device to influencers during fashion week.



## PUMA ANTWERP STORE LAUNCH | BELGIUM



## PUMA ANTWERP STORE LAUNCH | BELGIUM

RE-OPENING OF PUMA THROUGH EVENT CONCEPT & PRODUCTION

### BRIEFING

In 2017, PUMA made their long anticipated return to Antwerp with the opening of their new flagship store. Puma turned to Nightingale to make sure their store launch was one to remember.

### EXECUTION

To celebrate the momentum, Nightingale executed the store launch and even built a custom crafted wireframe installation for the entrance of the event. As scenography and emotional architecture are always essential, Nightingale adorned the lounge area with neon lighting, creating a high-tech, futuristic aesthetic. On top of this, we handled press and influencer relations for the launch.



## STRONGBOW SECRET GARDEN | BELGIUM



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AN OUTDOOR SECRET GARDEN CONCEPT & CONSUMER ACTIVATION

### BRIEFING

Strongbow is the world's leading apple cider brand, owned by Heineken and distributed by Alken-Maes in Belgium. Nightingale handles press relations for Strongbow in Belgium and was asked to think you a creative market launch activation for summer.

### EXECUTION

Nightingale positioned Strongbow on the market as the perfect apero drink and created a unique secret garden experience to capture that moment. The result was an inspiring urban setting in Antwerp, including a wooden amphitheater created with pallets where visitors could sit down and have a unique brand experience. We obtained nearly 100 K media value, a viral social media reach of over 700 K people and 1.000 visiting consumers.



## JAGUAR E-PACE LAUNCH | BELGIUM



## JAGUAR E-PACE LAUNCH | BELGIUM

BENELUX PR

### BRIEFING

Without showing any hint of slowing down, Jaguar followed up a successful year in 2017 with the launch of the brand new E-Pace - a more compact SUV. For this release, Jaguar organised a special launch event on the 13th of July at the ExCel centre.

### EXECUTION

For the launch of this highly anticipated new model, Jaguar recruited Nightingale as their communications representative in the Belgium market, and was responsible for the invitation of Belgian journalists and influencers to the launch event.



## ANTWERP

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