
Swim Week 2014

Glow Gorgeous Event Recap



THE PURPOSE

With hundreds of beautiful models displaying the hottest fashions in swimwear, Swim Week in Miami Beach is one the busiest times for tourists and locals. With this in mind, we conceptualized and executed a multi-faceted event during Swim Week to activate brands across multiple categories and appeal to this engaged group of consumers.

Event Objectives:

- Build off of Swim Week excitement and create a buzz-worthy event for editors, bloggers and community influencers
- Develop a fun and engaging experience, organically integrating brands across multiple categories:
 - Beauty
 - Fashion
 - Health/Fitness
 - Food/Beverage
 - Hospitality
 - And more!
- Align like-minded brands via a synergistic event experience
- Drive brand awareness, recognition and trial
- Generate press/social media content

THE EVENT

Event Description:

On the Sunday morning of Swim Week, we transformed the Soho Beach House penthouse into a full-scale beauty brunch, themed “Glow Gorgeous”, where 50 bloggers, editors, press and influencers experienced the best in Miami fashion, fitness and beauty.

The day began with a body-sculpting Flybarre class on the penthouse patio overlooking the ocean. After guests pulsed, crunched and planked, they were escorted inside the space for a brief chat with host, Entertainment Tonight correspondent, Rosci Diaz, where she shared her secrets to achieving the perfect “glow.” After a scrumptious meal of mini parfaits, assorted fruit, yogurt, homemade granola, pastries, boiled eggs, sliced avocados and smoked salmon, attendees received facials, brow shaping and makeup treatments. “Glow Getters” were then encouraged to customize their own apparel, while they enjoyed cold-pressed juices and premium artesian water.

We managed all details of the event, including, but not limited to:

- Conceptualization and execution
- Venue securement and contract negotiation
- Host selection and confirmation
- Food/beverage selection
- Development of all creative materials
- Partner outreach/integration
- Photographer procurement/management and follow-up blog post on WorldRedEye.com
- Guest outreach and list management
- On-site staffing and support
- Social media engagement

THE PARTICIPANTS

Participating Partners:



MELT
HAUS

GEE
BEAUTY



OnJuice™
VITALLY HEALTHY
COLD-PRESSED JUICE

boarre



SOHO BEACH HOUSE
MIAMI

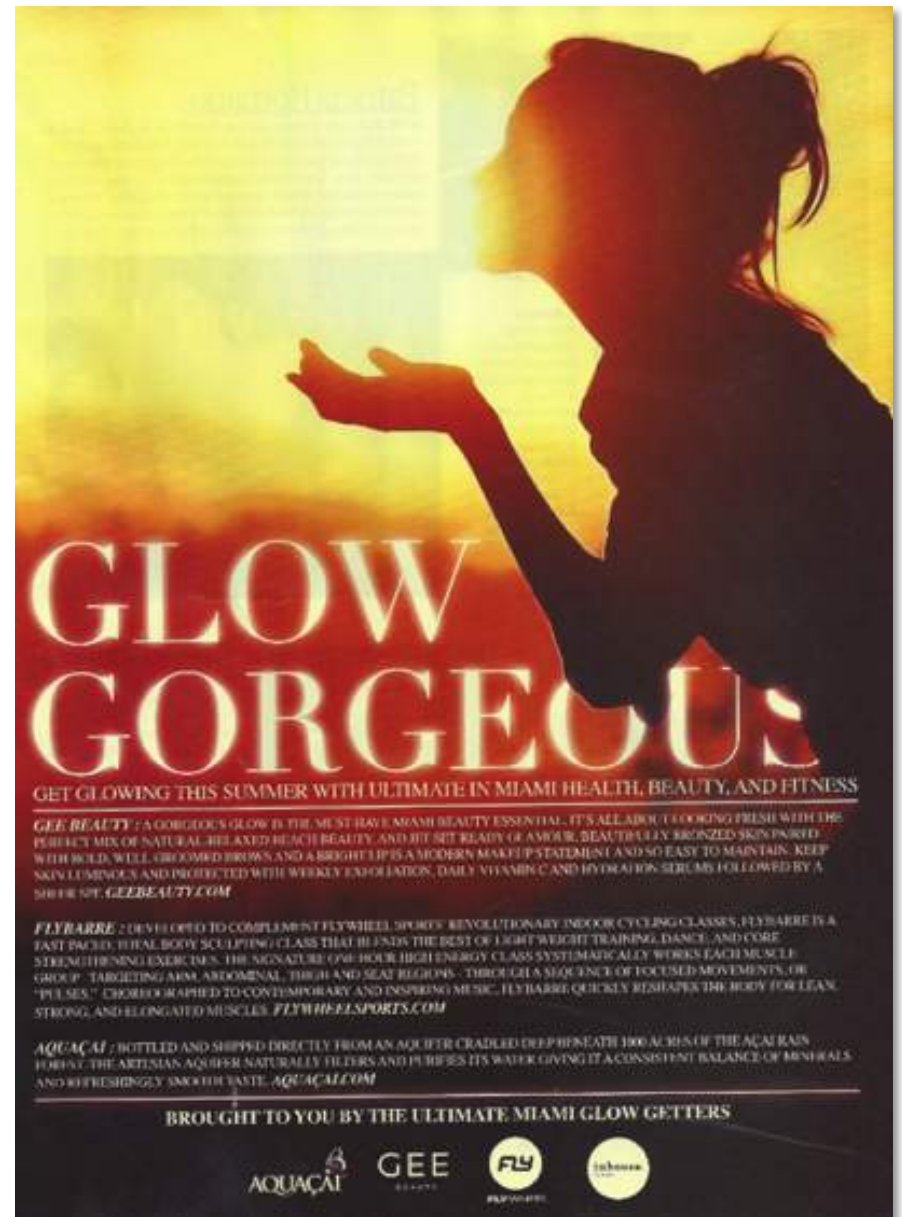
THE BENEFITS

Integrations:

We pride ourselves on integrating brands in events creatively and organically to ensure that attendees have nothing but a positive experience and partners earn maximum ROI from participating. With this in mind, we secured and managed the below “Glow Gorgeous” partner activations.

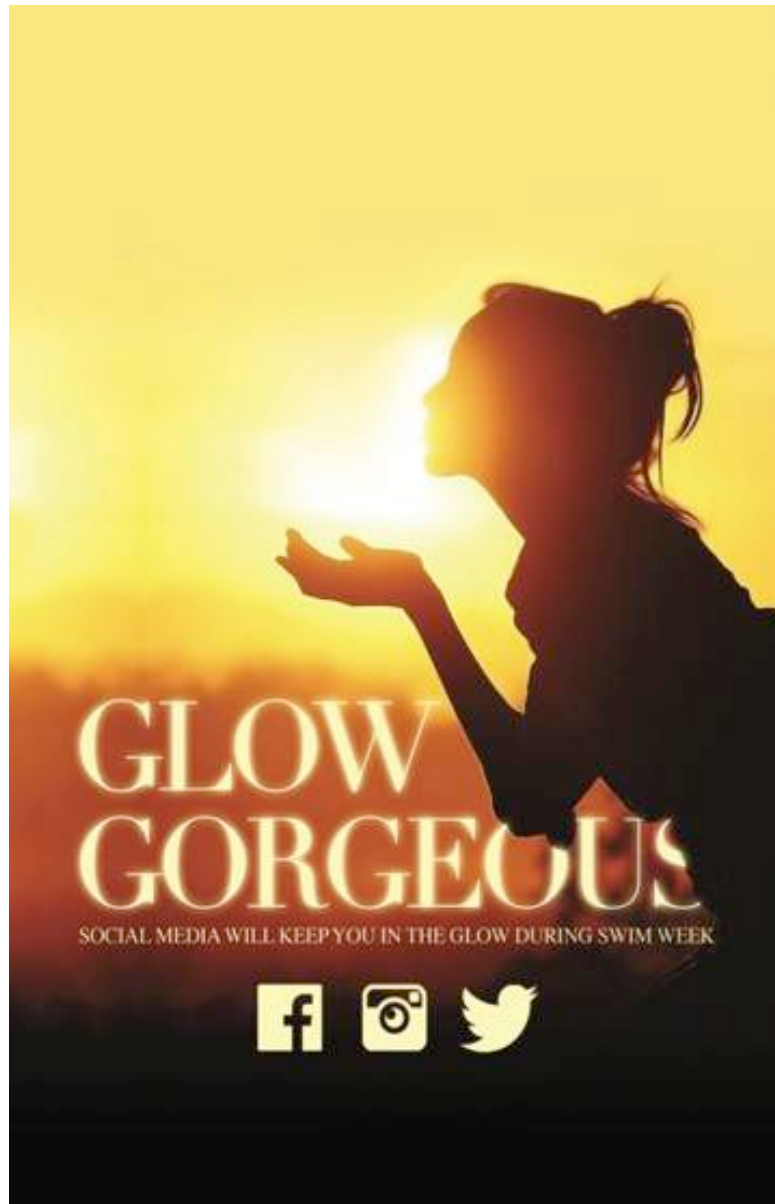
- **BEAUTY:** On-site beauty treatments, coupon/literature display, gift bag distribution, mention in host, Rosci Diaz’s address, logo inclusion on event invitation, in-book description in Vogue Brasil promotional advertisement, social handle inclusion on Tweet Sheet, blog post inclusion and link to website on Worldredeye.com
- **FASHION:** On-site display and customization station, coupon/literature display, logo inclusion on event invitation, social handle inclusion on Tweet Sheet, blog post inclusion and link to website on Worldredeye.com
- **HEALTH/FITNESS:** On-site fitness class, coupon distribution, logo inclusion on event invitation, in-book description in Vogue Brasil promotional advertisement, social handle inclusion on Tweet Sheet, blog post inclusion and link to website on Worldredeye.com
- **FOOD/BEVERAGE:** On-site sampling, mention in host, Rosci Diaz’s address, logo inclusion on event invitation, in-book description in Vogue Brasil promotional advertisement, social handle inclusion on Tweet Sheet, blog post inclusion and link to website on Worldredeye.com
- **HOSPITALITY:** 100% F/B revenue, venue rental fees, logo inclusion on event invitation, social handle inclusion on Tweet Sheet, blog post inclusion and link to website on Worldredeye.com

INVITATION



CREATIVE MATERIAL

TWEET SHEET



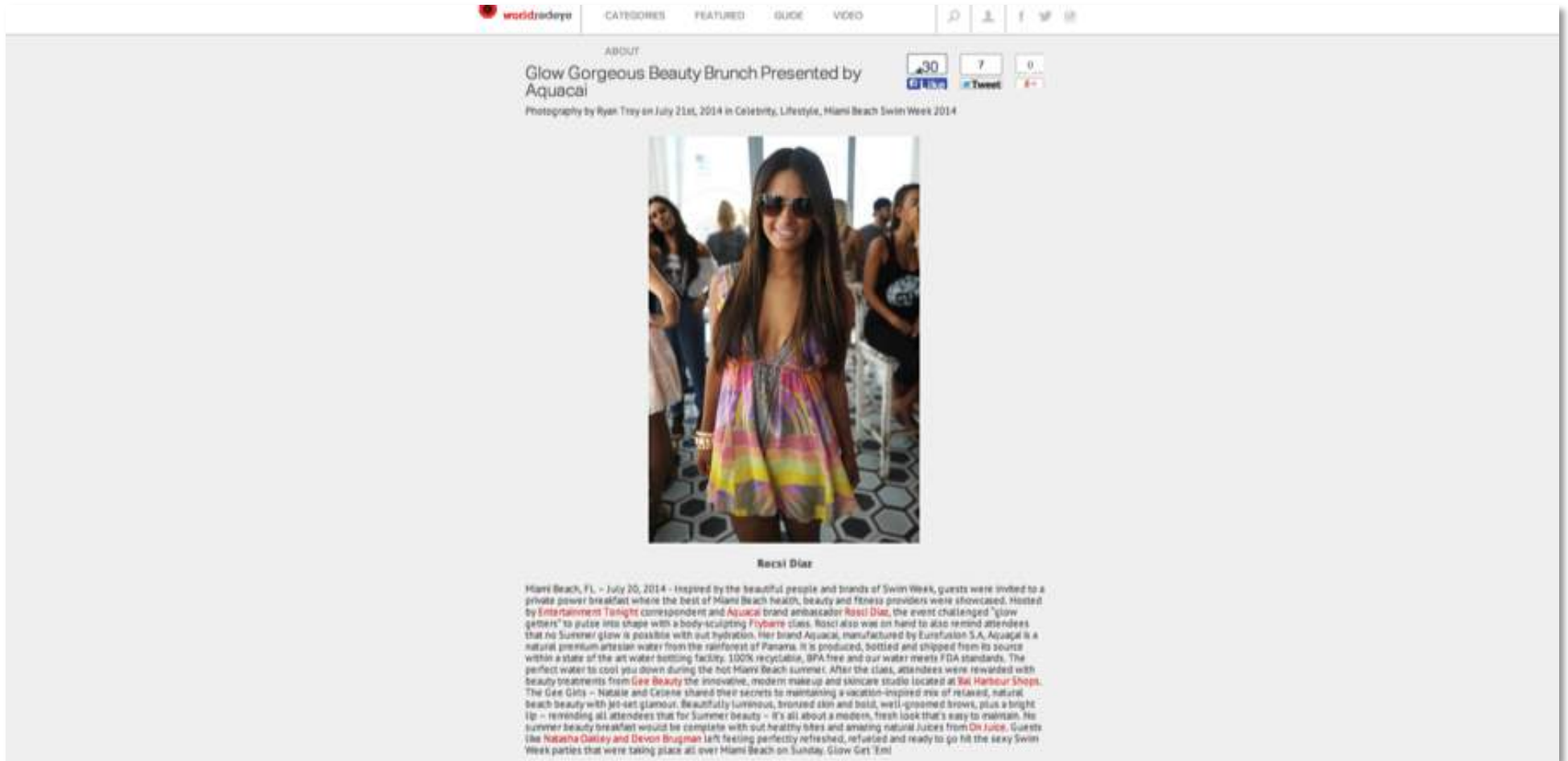
EVENT PHOTOS



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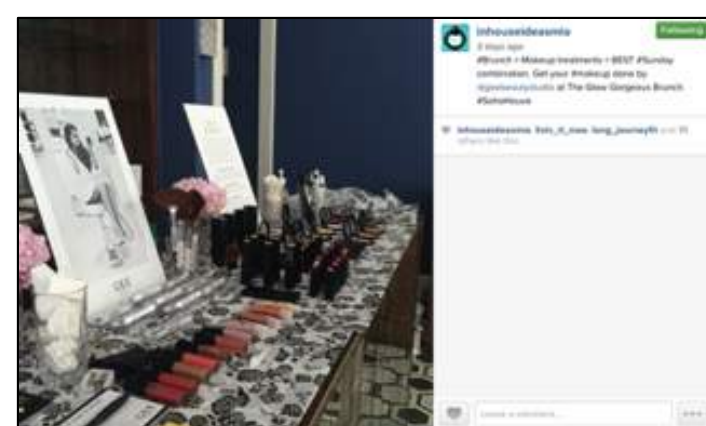


BLOG POST



URL: <http://worldredeye.com/2014/07/glow-gorgeous-beauty-brunch-at-soho-beach-house/>

SOCIAL MEDIA SHOUTOUTS



SOCIAL MEDIA SHOUTOUTS

