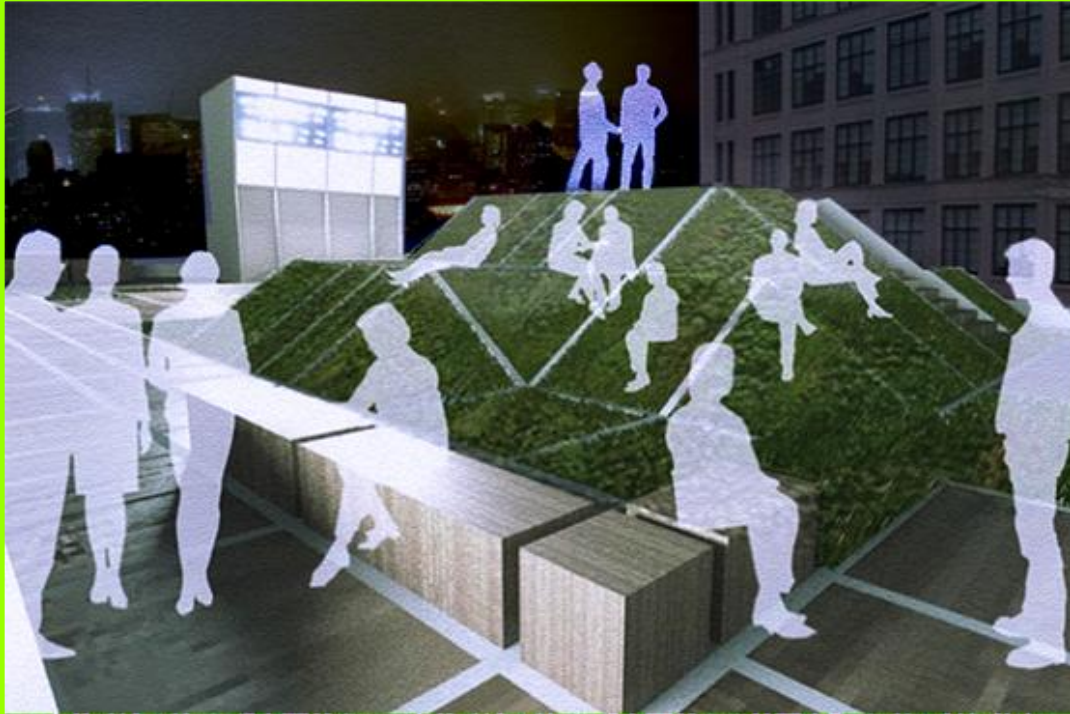


MINI NYC Rooftop Event.

Event presentation.



GEORGE P. JOHNSON
experience marketing

RADAR



CREATIVE USE OF SPACE.

NYC Rooftop MINI Space Event.



STRATEGIC APPROACH.

Big Idea.

ATTRACT THE RIGHT TARGET

- Book the right talent



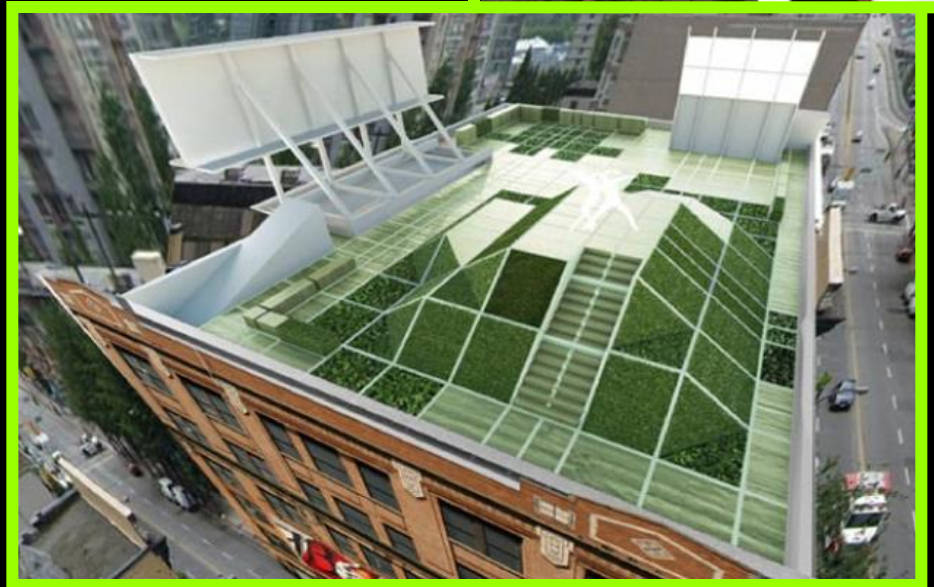
REACH FOR THE STARS

- A roof-top venue transforms the everyday cityscape into the ultimate escape



SHOW, DON'T SELL

- Create a mood, an emotion, an experience
- Build a community



STRATEGIC APPROACH.

Theme.

CREATIVE USE OF SPACE

- Establish MINI Space as the ultimate destination
- Stimulate intrigue, position as *the* hot spot for insiders
- Underground, ultra-chic vibe



URBAN OASIS

- An escape from the day or night hustle of NYC
- Multiple activities appeal to segmented interests
- Rooftop paradise, a grassy knoll in the sky



OPENING EVENT.



BIG BANG

A clever theory about the creation of the universe and **infinite** space

MINI

A clever approach to the creative use of **finite** space



OPENING EVENT.

Big Bang.

THE “BIG BANG” LAUNCH PARTY

- Launch of open air community to post-modern trendsetters in early September 2008
- Convergence of music, fashion, art, media/film, food and wellness
- Designed to inspire, connect and entertain

