



verizonwireless WINNER'S CIRCLE PRESENTS:

CASINO ROYALE

NIGHT

The graphic features the Verizon Wireless logo and the text 'WINNER'S CIRCLE PRESENTS:' above the title 'CASINO ROYALE'. The word 'NIGHT' is positioned below 'ROYALE'. A silhouette of a man in a tuxedo holding a mobile phone is integrated into the letter 'A' of 'ROYALE'. A larger, fainter silhouette of a man in a tuxedo holding a mobile phone is in the background on the right.

Verizon Wireless Winner's Circle Attendee Journey

Presented by George P. Johnson

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Event Creative

This option uses an iconic James Bond “007” illustration to simply and clearly identify the night’s theme, “Casino Royale Night.” Bond is cavalier, resting one arm on the other. Instead of a gun, the high-tech gadget this Bond wields is a Verizon Wireless phone.



Event Overview

From the moment guests arrive at the luxurious St. Francis hotel in the heart of San Francisco, it's clear that someone very important is in attendance at this event. A sleek, black car that belongs in another time and place idles by the curb, betraying its owner with three simple numbers displayed on the license plate: 007. Moving into the venue, guests enter a world they have only dreamed of, rife with sophistication, intrigue ... and a touch of danger as well.

Arrival: Is That ...?

When they arrive at the event, elegantly attired guests get to have their photo taken with — or in — the car they have been admiring. As they walk the red carpet into the venue, attendees receive the celebrity treatment with flashbulbs popping all around and excited chatter in the air. These paparazzi are actually photo marketing specialists, capturing images that guests can later access on a special Web site. This creates a viral marketing element to the event and, if desired, allows for the collection of survey data as well. The photo serves as a personalized event souvenir that can be printed and emailed to friends and co-workers.

Event Overview

Cocktail Hour: Shaken, Not Stirred

Moving into the hotel, guests enter the elegant world of James Bond: a swanky scene where Bond girls and villains surreptitiously circulate. Naturally, shaken martinis are sipped. Theme music plays as characters act out scenes from Bond movies. Guests mingle and collect chips from roaming “cigar girls” to use in blackjack and craps games at the after-party. A backdrop features a scene from a Bond movie, allowing attendees to have their photo taken with either James Bond, a villain, or a famous Bond girl.

Awards Dinner: Nobody Does It Better

Once guests settle into their seats, the room suddenly goes dark and familiar music streams out of the speakers. As the Bond theme plays, the signature gun barrel logo projects onto the backdrop behind the stage. A scene reminiscent of the opening credits in a Bond movie plays out behind a screen on the stage, so guests see only the silhouette. At this point, the focus moves to the guests and recognition of their achievements as polite attendants serve dinner and the awards portion of the evening begins.

Event Overview

After Party: Let the Games Begin

All night, anticipation has been building for the After Party, which is where the “casino” in Casino Royale comes in. Here, guests find a variety of casino games ready and waiting. Since attendees have been collecting chips all evening from a variety of sources (including awards), they are ready to go as soon as the games begin. The Bond girls and villains attend this portion of the evening as well, moving through the crowd and either offering their support or a menacing glare, depending on the character. Scene re-enactments and photo opportunities continue throughout this portion of the evening, until the last guest loosens his bow tie and calls it a night.