



### SERVICES PROVIDED

■ Concept ■ Creative Direction ■ Stage Content ■ Visual & Audio Content ■ Showrunners

### CHALLENGE

Volvo sought to host a full day of events for their resell partners with seminars and a grand finale, bringing together clients from around the world for an entire week.

We were responsible for conceptualizing and delivering content for the event, both in practical and digital forms.

Our mission was to create an unforgettable experience comprising four distinct shows, all aligned with a theme and direction co-developed with the client.

### SOLUTION

Our approach involved a multifaceted strategy:

**Concept Development** - We crafted a theme, "Sea, Forest, Mountain, and a Grand Finale," inspired by the Nordic climate and nature, aligning with Volvo's values of sustainability and innovation.

**Visual and Audio Content** - We produced visuals for immersive displays and audio elements to complement the event's overall experience.

**Show Creation** - We developed four captivating shows, each representing a natural element and seamlessly integrated into the theme for cohesion.

**Inclusiveness** - We subtly emphasized the collective contribution of every individual to customer success, reinforcing that it's all the parts in a vehicle that makes it a car.



### RESULT

The event's overwhelming success led to inquiries from attendees about replicating the experience in their own countries and convinced the client to extend the event, originally planned as a one-time occurrence in 2022, to a second iteration in 2023.

### COMMENT FROM CLIENT

"You really did turn it into a super bowl act" - Event manager at Volvo cars

### LINK TO VIDEO

<https://youtu.be/Z2uKj7mzEy8>



**SERVICES PROVIDED**

- Project Management
- Stage Content
- Team Communication
- Team Building

**CHALLENGE**

P3 Guld is an annual music award presented by the Swedish radio channel Sweden's Radio P3. The gala is broad-casted on both radio and television.

Cleo, a renowned music artist, singer, and songwriter, received double nominations for "Best Album" and "Best Live Act". We were entrusted with the task of arranging and choreographing her act for the gala. The challenge was the limited time and the late stage at which we joined the project that was in a difficult state. Many factors were already put in to place, beyond our control, making the task even more complex.

**SOLUTION**

To tackle the tight schedule and late entry, we initiated a structured process and fostered effective communication within the team and all involved parties. Our approach aimed to establish the best possible starting point. The act included a mix of both professional and non-professional actors, and our extensive experience in stage and entertainment allowed us to create a powerful show and instill confidence in all the actors. This strategic process enabled us to overcome the challenges successfully.

**RESULT**

Despite the constraints, Cleo's performance at P3 Guld was hailed as one of the gala's highlights, earning praise both internally and externally. Cleo herself was delighted with the results.

**COMMENT FROM CLIENT**

"Hopefully we get to work together again"



**LINK TO VIDEO**

<https://tinyurl.com/yw65gufj>