

Case Study

GBK Productions and Tic Tac's Gift Lounge in Honor of the 2010 Emmy Awards

2010 Nominee for a Public Relations Award by BizBash Magazine



In honor of the 2010 Emmy Awards, GBK Productions and Tic Tac® hosted a luxury retreat for the award show nominees and presenters. In support of the **"Shake, Share & Care" Campaign, the Tic Tac®** brand made available its Limited Edition Pink Grapefruit flavor as part of the Tic Tac® brand's ongoing support of CancerCare. The lounge gave celebrities and influencers the chance to upload their own acts of caring on the Tic Tac® Facebook page, photos were posted of these celebrities at the event's press wall - a wall featuring a diamond pattern made with **over 100,000 Pink Grapefruit and Freshmint Tic Tac® mints**. The photos taken at the press wall made of Tic Tacs were made accessible to every media outlet covering the event.

Purpose:

The purpose of the event was to showcase sponsors and increase visibility for participating brands. For Tic Tac®, the focus was to promote their partnership with CancerCare as well as heighten their brand recognition.

Target Audience:

The event was targeted at connecting brands with celebrities, which subsequently connects brands with consumers through its unique celebrity/event driven marketing platform.

Intended Results:

The intended result of the PR effort was to enhance Tic Tac's visibility, enhance brand recognition, and inspire write-ups in the press. Showcasing sponsors and increasing visibility for brands is a focus of these luxury lounges, and for Tic Tac's participation – using the brand's product as a physical component of the event's most crucial focal point brought incredible media exposure and awareness to the brand and its partnership with CancerCare. Tic Tac was noticeably dominant in the media coverage stemming from the event.



Seth Green (top)

Adrian Brody (left)

Joey Lawrence &
Melissa Joan Hart
(right)



Guest Reaction to the Event:

Celebrities had fun with the Tic Tac wall which created some great photos and attending media enjoyed this unique focal point to include in their press write ups. Tic Tac® was thrilled with the creative effort and the positive attention resulting from it.

Companies – GBK Productions, Tic Tac®

