



BiZBashFla

EVENTS MEETINGS MARKETING STYLE STRATEGY IDEAS

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EVENT REPORT

Land Rover Drives Its Message at V.I.P. Event

To coincide with its current advertising campaign, Extraordinary Experiences, the luxury vehicle company, designed the ultimate brand showcase on a six-city tour that ended in Miami.

LAND ROVER'S TOUR TO PROMOTE ITS BRAND AND VEHICLES arrived in Miami in late November. On the agenda for the 150 to 200 persons attending each day was an opportunity to test their senses at a private waterfront mansion in Miami Beach with cooking lessons, fragrance presentation, technology samplings, on-road test drives, and an off-roading experience unlike any other—this is Miami, after all, which is lacking in mountains, hills, or tough terrain to show off what the Land Rovers are built for.

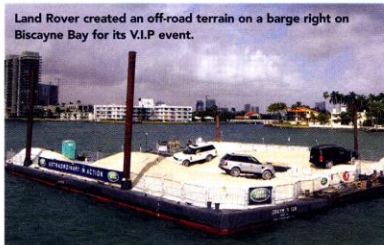
What to do? "Build your own off-road [terrain]," said **Nicole Logue**, the event marketing coordinator for Land Rover. **Scott Kinneer**, Land Rover's 3D experience events specialist, brought in three barges from Fort Lauderdale's **Grady Marine Construction** that sat on the water—a short boat ride from the mansion. The combined barges totaled 9,200 square feet, plenty of room for the approximately 1,200 tons of material, along with 30 tons of rocks to construct the course for three Land Rover vehicles to maneuver through. The **U.S. Coast Guard** inspected the barges after the course was completed, and **Roque & Associates of Miami** provided a water safety plan and personnel stationed on the barge with dive gear and recovery equipment during the entire event.

The company's first attempt last year was cancelled two days before the event due to Hurricane Wilma. This time, the tour was intentionally scheduled after the hurricane season. The three-day event was met with Miami's typical clear and sunny skies.

"To provide a one-to-one exclusive experience that showed guests the luxury and quality of the brand, only 15 people were scheduled each hour and picked up at **Lucky Strike Lanes** off Lincoln Road then shuttled to the mansion.

In the mansion, a downstairs lounge was filled with gadgets and the latest technology, and a perfumerie upstairs presented by **L'Artisan Par-**

Land Rover created an off-road terrain on a barge right on Biscayne Bay for its V.I.P. event.



A Joy Wallace prepared smoked salmon mini bagel chips for guests to nibble on throughout the day.

fumeur. By the pool, *Gourmet* magazine sponsored a culinary tent where local chefs—including executive chefs **Michael Bloise** of **Wish**, **Jeffrey Brana** of **Restaurant Brana**, **Thomas Buckley** of **Nobu** at the **Shore Club**, **Clay Conley** of **Azul** at the **Mandarin Oriental Miami**, and **Cindy Hutson** of **Ortanique on the Mile**—taught guests how to make simple dishes which they devoured when finished. A **Joy Wallace Catering Production & Design Team** also prepared an array of light bites including mini lobster BLT, gulf shrimp escabeche on a yucca chip, and Thai beef and Asian pear roulade on an ahiso leaf drizzled with plum hoisin.

Before leaving, guests received a gift bag with goodies such as a branded silver pen and black leather photo box containing their photo posing next to their Land Rover of choice, taken earlier in the day, along with a pic of the off-road barge to memorialize when Miami actually had hills to drive over.

—Vanessa Goyanes

LAND ROVER, "EXTRAORDINARY IN ACTION" TOUR

Private Waterfront Estate
Wednesday through Sunday,
11.29.06 to 12.03.06
10 AM to 5 PM

Catering A Joy Wallace
Catering Production &
Design Team, Azul, Nobu,
Ortanique on the Mile,
Restaurant Brana, Wish