



arena

BRAND
space

Haagen-Dazs

Broadgate, London

Haagen-Dazs launched a very British ice cream flavour last summer and they wanted a London based experiential campaign to whip up an awesome storm.

The quintessential English Raspberry & Meringue ice cream flavour was based on the traditional English dessert – Eton Mess – so what better bastion of Englishness to tie in with than Wimbledon?

Wimbledon itself is saturated with brands trying to steal a second glance from consumers, so Haagen-Dazs created its own SE1 in Broadgate Arena. An artificial tennis court was laid in the Circle and treated the slickers of the City to endless 'servings' of Haagen-Dazs. The London 'set' were also treated to complimentary beauty treatments and a comfortable way to while away their working days - watching Wimbledon in the sunshine.

The main purpose of the campaign was to build awareness and PR for the new flavour. By creating a big, luxurious, branded experience in the heart of one of London's busiest centers, the event generated a PR storm for Haagen Dazs across print, radio and the web. Consumers were overwhelmed by the generosity of the brand, and with the glorious summer weather that shone upon the city that week and all the Wimbledon excitement, it made for an absolutely fantastic and very successful experiential campaign.

Testimonials

'Sets and the City at Broadgate Arena was a huge success thanks to the expert advice that Brandspace were able to provide. It was a perfect solution for the perfect Brand Experience with a full package that no one could compete with. Many Thanks and we look forward to using your expertise in the future.'

*David Sprei - Account Manager
Stream Worldwide*

'I just wanted to say what an inspired idea it was to have the Sets in The City in Broadgate Circle last week. It was absolutely brilliant to have this right outside my office. To see the matches of Wimbledon on the big screen and sit in the sun, enjoying ice cream felt more like being on holiday than in the middle of London.'

The people from Hagan Dazs were clearly rushed off their feet but remained cheerful despite being exhausted and I was really fortunate to secure an appointment for an Indian Head Massage. I felt so relaxed I must have floated back to my desk!

It's amazing how the Circle can be made to look so different - just look at the contrast of last week and what is going on outside right now. Although still at the construction phase, the McGuigan Wine installation already looks very interesting and is sure to attract enormous attention.'

*Julie Mangum - Property
Henderson Global Investors*

Sets in the City
(iD Experiential)

