



crown **understand.** **create.** **deliver.**

Understanding what makes your organisation tick is our business.

From global banks, automotive giants and fashion brands, through to sensitive government projects, we combine this understanding with a desire to create highly effective and powerful live events, experiential marketing, film and digital solutions.

Welcome to Crown. This pdf contains our latest website content for you to read and digest but it doesn't stop here. We have many more projects and stories to share with you so please do get in touch.



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We believe that every brand or organisation should know why it does what it does and that includes us.

We have six beliefs to define the way we think as a team and each one embodies our dedication to what we do best:

Clear communication and creative excellence.

1

The difference.

Successful communications rely on a deep knowledge of your culture, your people and the inherent emotional connection between them all. This understanding is the difference between average and exceptional results.

4

Creative buzz.

From initial sketches and slick presentation visuals, right through to our finished work, the most important part of our creative process is to maintain the initial buzz and integrity of a great communication idea.

2

Relevance connects.

Creating a strong connection with your audience comes when your message is distilled and delivered through well considered channels. Focusing on what really matters most results in powerful, effective and relevant communication.

5

Open dialogue.

Honesty is a vital part of our own culture. Open dialogue with our clients results in two very important things: great work and trusted relationships.

3

Always curious.

The outside world inspires everything we do. We don't work in a bubble and that means we actively share new experiences, new innovations and knowledge to maximise the effectiveness of the work we create.

6

Learn more.

Our knowledge is built on the delivery of thousands of unique projects, but we always value the importance of learning. We measure what we do so we can prove effectiveness and inform future strategy.

crown create focal points.



Sony

The Sony Experience at the World Photography Awards 2010

Understand

The World Photography Awards is one of Sony's most high profile partnership events. Their presence at the Cannes festival needed to strike the right balance between demonstrating their genuine passion and commitment to world photography as well as a strengthening of their brand and promotion of products both among festival attendees and the wider public.

Create

The Sony Experience is about consumer engagement. The simple premise was to create a platform for family engagement around the theme of football that would naturally present some great photo opportunities. The product display area, while serving a traditional purpose, also reflected the theme and Sony's modern image. Quirky displays including a fish tank of 'football playing' fish showcased the underwater features on a camera.

Deliver

Winner - Best European Commercial & Promotion 2010 at the IVCA Awards.



crown
create
 fluid ideas.



Thames Water
 Love Water Ball

Understand

For 25 years, Thames Water has fostered a vital relationship with Water Aid, a charity that provides clean water and sanitation to developing countries. In June 2009 we conceived and staged an evening gala at London's Old Billingsgate for 1000 guests to raise money for this important charity.

Create

We took what matters most to Thames Water and Water Aid and used it as the visual centrepiece, designing the environments and features around the movement and texture of water. On the exterior terrace area we created a branded water feature for a champagne reception, and set off from the front of the building we installed a vast shimmering wall with a central entrance that moved and flowed as it caught the evening sun.

Inside, the bar was dominated by a seven metre high digital waterfall, a masterpiece of innovative technology that formed a series of patterns, logos and shapes. As guests moved between venue areas they walked across motion-sensing interactive floors that rippled at each step.

Deliver

Culminating with live music from Will Young and stand-up comedy from Michael McIntyre, the festivities were as resoundingly successful as they were glamorous - on the night Thames Water raised a massive £630,000. This constitutes the largest single donation in Water Aid's history.



crown understand creative Britain.



DCMS
C&binet

Understand

C&binet embodies a key pillar of the Government's strategy for supporting the creative industries. It is a not-for-profit network linking the international creative and commercial communities to inspire new ideas and opportunities, demonstrate the economic power of creativity and help shape the world's creative economy.

Create

Held at The Grove in Hertfordshire, the 2009 C&binet Forum brought together senior leaders from across a broad range of creative industries to discuss the future of content in the digital age. We worked in partnership with Edelman PR to deliver the campaign. We also worked closely with specialist brand consultant Martin Lambi-Nairn to develop the event identity - with a critical design audience, this was key to the success of the programme.

Deliver

"We chose this partnership because of the Agency's reputation for delivering excellent commercial events and Edelman's proven track record in stakeholder management, PR and promotion and their global reach. The first event was held in the UK in October 2009 and was a great success with 300 leaders attending, 5,000 people watching the event online, and at one point being the 6th Global Twitter trending subject during the event. All in all the Crown and Edelman team delivered a great result to a challenging brief."

Head of Communications

Department for Culture Media and Sport

Experiential Digital Events Highly Commended,
IVCA, LiveCom Awards 2010



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va va vroom.



Renault

Dealer and Staff Communications

Understand

We have been in partnership with Renault for ten years, working across the Renault business – with the board, marketing teams, sales & commercial teams, staff, dealerships, and suppliers. We deliver a range of media, identifying communication needs, finding appropriate solutions and offering seamless implementation where necessary.

Create

We've designed and produced Renault's quarterly dealer meetings; their staff events; a number of websites for Press and PR, including online delegate management for 4,500 attendees to the British Grand Prix; research and evaluation sites; full-on 2 day dealer conferences; their launches, often synchronised live with Motor shows taking place abroad; and a variety of films including promos, interviews, beauty footage, adverts, and animations.

Deliver

"We've worked with Crown for ten years now. We're demanding clients – we require the agencies we work with to fully understand and interpret our strategy, and guard our brand as rigorously as we do ourselves. Crown has consistently proved to be excellent partners for us. They are thorough, and combine analytical and creative skills – which means we know we'll get a first-class communications service, even when deadlines are tight."

Brand Communications Manager

Renault UK



crown deliver connectivity.



Department For Education Parent Know How Launch

Understand

The 'Parent Know How' Launch showcase in April 2008 was designed to educate Local Authorities and Children's Centre Managers in a programme of enhanced and increasingly accessible services available to parents and guardians.

The showcase had several components: it was a launch, so it had to be noteworthy, creative and memorable; it was a means to educate, so it had to be practical, dynamic and relevant; it brought together a variety of different media and service providers, so we had to be flexible, insightful and accommodating.

Create

Our response was to base the design on a television format to promote the feeling of a 'newsworthy' launch. The London Studios was a perfect environment in which to advance this creative solution, and soon the idea began to evolve into that of a high-end television panel discussion.

With the objectives heavily set on enhancing accessibility to communications channels, we created an environment that encouraged a more dynamic and inclusive experience and that perpetuated the sensation of 'connectivity'.

Deliver

Having been nominated for Best Conference at the National Event Awards, the Parent Know How Launch showcase went on to win a prestigious IVCA LiveCom 2009 award for best Seminar or Conference.



crown deliver thirsty work.



SABMiller

Global Leadership Events

Understand

SABMiller is a global drinks business. They are truly international with activities in over 40 locations around the world. As a result, successful communications projects are reliant on working well with their local teams, often in their emerging markets such as China and India. We need to be a perfect cultural fit for them, not just in the strength of our work, but in the manner that we reflect their brand ambitions, their cultural differences and their socially responsible and sustainable practices.

Create

We've delivered many internal marketing and digital projects for the group since 2005, among which the Senior Management Conferences in Shanghai and Delhi stand out as prominent reflections of our creative and relevant approach. Over multiple event days, we transformed local environments, staged spectacular indoor and outdoor branded extravaganzas, hosted awards celebrations and delivered challenging delegate activities, all the while ensuring that the events retained their message focus.

Deliver

"To organise impactful events in new and exciting locations is complex and often pressured. Crown rose to the challenges with professionalism, providing innovative ideas and creative solutions. This helped SABMiller stage experiences that truly reflect its position as one of the world's most admired brewers, and leaving delegates highly motivated and alive to the exciting opportunities in the rapidly globalising market place."

Sue Clark

Director of Corporate Affairs, SABMiller



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deliver
24/7.



Orange
Partner Camp

Understand

Orange runs a bi-annual event for its 450 international partners and developers, acting as a catalyst for new mobile applications.

Create

This was a three day, 24 hour a day event, drawing on our ability to provide consistent logistics and management support with engaging creative solutions. Delegates were immersed in future strategies, product and technology trends and encouraged to brainstorm new applications in a bid to exploit these trends. The tone of the event was deliberately collaborative, with a symbiotic relationship developed between Orange and its partners.

Deliver

“Everything was flawless from inception to conclusion.”

Head of Orange

Winner of 'International Internal Experience',
IVCA LiveCom Awards 2009





BT Global Services Sales Kick Off

Understand

The BT Global Services International Sales Kick off in Paris was delivered to 1300 delegates made up of international sales executives, BT senior management and Global marketing teams. We understand that for any company, even those as vast as BT, interacting with every working level is essential. We also know that reaching and engaging every employee requires carefully executed, innovative solutions.

Create

Creating and delivering a 'wow factor' for a sophisticated audience of 1300 sales staff from 33 countries is no easy feat. Quickly identifying that drama, intimacy and engagement were the watchwords, we surrounded the auditorium with a dramatic 360° LED curtain that integrated perfectly with the thematic and narrative thread of the event. With the design of a strategic interactive game for all and the delivery of live interviews and award presentations, delegates returned to their bases motivated, inspired and 100% clear of their objectives and the company's expectations.

Deliver

"The project used technology more familiar to rock and roll environments - the soft LED screens used on U2 tours - in a corporate environment to successfully motivate an audience which had its annual conference at the same venue for the third year running. The use of AV technology to surround the audience, combined with clever theming and the use of different activities, created a modern classic in terms of motivational events."

AV Awards Judge

Experiential Digital Events Highly Commended,
IVCA, LiveCom Awards 2010



crown understand local power.



Department of Energy & Climate Change Nuclear Consultation

Understand

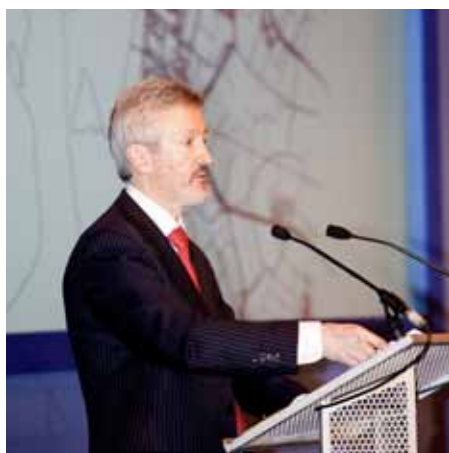
In support of the public consultation on the draft Nuclear National Policy Statement, the Department of Energy and Climate Change required the production and delivery of an informative 3 day exhibition and public meetings. Given the sensitivity of the subject, it was integral that this project was delivered in a manner that was accessible to a significant portion of the public - both for their attendance and opinion.

Create

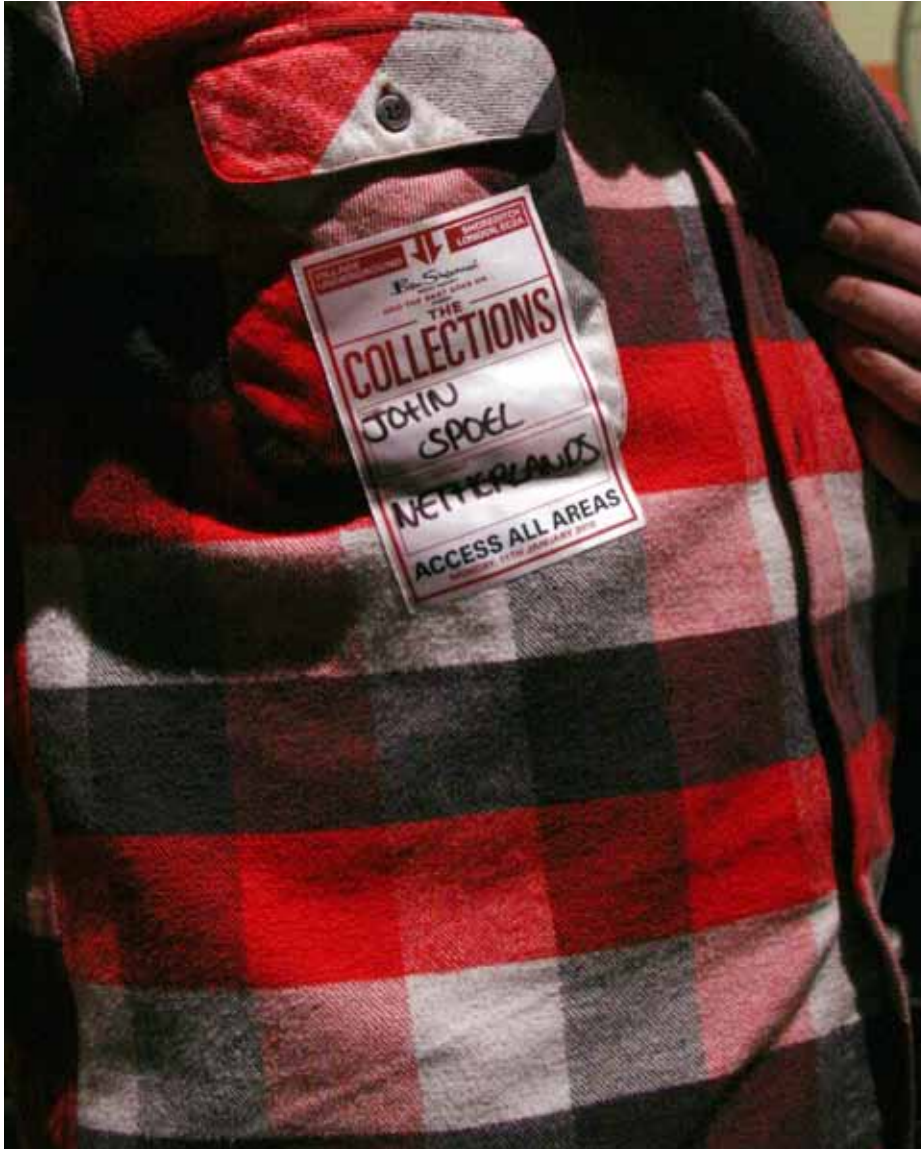
We provided a multi-disciplined solution that encompassed content development, logistics, digital provision and event production. Via our own extensive research we developed a shortlist of potential venues according to key principles as set by the client. To accommodate for an unknown audience number, we focused on areas with high footfall - community based locations rather than hotels. Interacting with key stakeholders 2 weeks prior to each event ensured a seamless production, and this was further enhanced by the dedicated registration website that doubled as a portal for crucial, easily accessible event and policy information.

Deliver

The exhibition and public meetings consisted of a panel discussion with government officials and an independent facilitator to ensure that the public had their opportunity to debate their opinions and ask their questions. All content was audio recorded and transcribed - this vital information formed part of the overall evidence for the consultation.



crown understand mod culture.



Ben Sherman

Autumn & Winter Launch 2010

Understand

As a result of strategic changes within Ben Sherman, 2010 has been a whole new chapter for the company. While the brand has successfully transcended new cultures and markets, the connection to their diverse past still shines through in everything they create today.

Create

We created the event identity for 'And The Beat Goes On...' to be used across 2d and 3d applications. The important link between music and fashion came from large 1960s styled posters depicting the 'The Collections' as a mock band with 'support' from each product area. The presentations and collection previews were interjected with a series of short films created in London, each one depicting a real Mod's dedication to fashion. Our filmed, graphic and environmental treatments served to reflect the importance of Mod culture to the brand, communicate business messages, display new lines and host an evening party.

Deliver

"We had a fantastically experienced team who understood our brand and our message and pulled the event together seamlessly and effortlessly. I am looking forward to our next event together, I am sure it will be a lot of fun!"

International Marketing Manager

Ben Sherman Group Limited



Anglo American
 Bank of America Merrill Lynch
 Barclays
 Ben Sherman
 Bridgepoint Capital
 BT Global Services
 Carpetright
 Credit Suisse
 Central Office of Information (COI)*
 Department for Education
 Disney
 Everything Everywhere
 HSBC
 Invest Northern Ireland
 Korn / Ferry International
 London Development Agency
 LSI logic
 Manhattan Associates
 Microsoft
 Ministry of Defence
 Ministry of Justice
 Network Rail
 Old Mutual
 Olympic Park Legacy Committee
 Prudential

Renault
 SABMiller
 Santander
 Sony
 Symantec
 TGI Friday's
 Thames Water
 Think London
 United Utilities
 Vitruvian

COI*

Care Quality Commission
 Child Support Agency
 Department for Business Innovation & Skills
 Department for Communities & Local Government
 Department for Culture Media & Sport
 Department for Energy & Climate Change
 Department for Environment, Food & Rural Affairs
 Department for International Development
 Department of Health
 London Unlimited
 NHS
 Office for Standards in Education, Children's
 Services & Skills
 Skills Funding Agency
 UK Department for International Development