

THE BRIEF:

With plans for hosting a San Francisco tech summit, ZGM's unique approach to branded events appealed to our tech client out of Washington, DC. Since guests were coming from the Cisco conference, this event was a timely and respectable launch for Appnetic.

THE REQUEST:

Develop proprietary ideas to engage audiences to attend an evening event and demo a new software that is being launched during the Cisco Live - APPNETIC.



THE NARRATIVE:

Theme: *An Evening in Motion*

As guests approached the elegant *B Restaurant & Bar* it appeared as if they were simply entering a restaurant. However, as they walk up the sidewalk, they are immediately greeted by the Appnetic logo graphic. Once inside, bright orange, moving lights projected tastefully throughout tells guests they are now in Appnetic's space.

Upbeat, hip music created an engaging and fun vibe. Guests were greeted by service staff bearing hors d'oeuvres and the very chic Appnetic Cocktail. As guests began to mingle, six muse-like, highly modern women in long, white dresses bearing iPads enter the room and stand like statues. Their headdresses were a stylized replica of the company logo. The models then invited guests to come and inquire.

When guests approached, they were provided with a concise response to what Appnetic is and what it may mean to the guest. They were also shown the Appnetic site as well as the R&D project Tech 2000 completed with Cisco.