



## CASE STUDY

### *Beluga at Sotheby's Russian Exhibition Launch*

#### THE BRIEF

To design, build and install a custom made Beluga Vodka branded bar in Sotheby's auction house; to supply hostess and bar staff appropriate to brand identity; to source and brief event photographer; to source and supply branded uniform.

#### THE RESULTS

Full set up and installation completed in a tight window of 45 minutes; 900 drinks produced to a high quality specification in 2 hours of service and de-rig completed within 1 hour. The event was a strong PR exercise for the brand generating good quality media placements in high end publications and a strengthened relationship between Beluga Vodka and Sotheby's.

