

FlowerbyKenzo Creates Stunning Field Of 50,000 Poppy Stems In Covent Garden

KENZO

Customer

Kenzo (Out of the Blue)

Location

Covent Garden
London

Industry

Health and Beauty



Background

- The House of KENZO was founded in Paris in 1970 by Takada Kenzo
- FlowerbyKenzo recreates the scent of the poppy and has become a classic in the perfume world
- Out of the Blue started working with their first client, Levi Strauss UK, in 1997, and has been combining brand understanding with their expertise in event production and management to deliver experiential brand marketing ever since

A stunning field of 50,000 poppy stems which were illuminated at night covered the area during the 3 day display

Venue

- High footfall venue
- Cosmopolitan atmosphere
- Has reputation as the premier UK location for hosting experiential events

Mission

- Stimulate trial
- Increase brand awareness

Execution

- Grew a poppy field in the heart of a major city, in order to bring optimism and poetry to the urban world

Results

- A stunning field of 50,000 poppy stems which were illuminated at night covered the area during the 3 day display
- On the final day, passers-by were able to take a poppy from the display, concluding the promotion and creating an effective, powerful brand experience