



# Case Study

## Event Planning, Production & Promotion (Urban Tastemakers)-

### House of Courvoisier

**Client:** Beam Global Spirits

**Brand:** Courvoisier

**Markets:** Atlanta, Chicago, Detroit, Houston, Los Angeles, Miami, New York, Oakland, Philadelphia, Washington DC

THE  
HOUSE OF  
COURVOISIER



Richmond Group

## Event Planning, Production & Promotion (Urban Tastemakers)- House of Courvoisier

### Challenge

Beam Global Spirits approached Richmond Group about planning and executing a series of national programs reaching upscale AA audiences.

### Solution

Richmond Group used relationships with record labels and venues throughout the country to produce sexy parties and live shows with Musiq Soulchild. Richmond Group produced 7 of the 10 events in the House of Courvoisier music series, reaching an audience of up to 1,000 per event and building databases and impressions of 500,000+. The yearlong program will continue to build the brand recognition and sales.



  
**COURVOISIER**  
*Le Cognac de Napoléon*

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