



## Case Study

# Event Planning, Management & Promotion (Diversity) -

## Sapphire Lounge

**Client:** SoulKool/Noise Marketing

**Brand:** Bombay Sapphire

**Markets:** Atlanta, Chicago, Detroit, Houston,  
New York, Philadelphia, Washington DC

**SAPPHIRE  
LOUNGE**



Richmond Group

# Event Planning, Management & Promotion (Diversity) - Sapphire Lounge

## Challenge

Premium vodka has been on the rise as the choice base of martinis in the young AA market. In the gin category, Tanqueray had marketed numerous event series to this crowd. Bombay Sapphire recognized a need to be branded as the choice gin for the urban market and convert vodka drinkers.

## Solution

Sampling was a major need for this product. Sapphire's marketing agency developed new drink recipes to appeal to this demographic. During the first year of the program, weekly sampling events were produced nationwide, planting the seed. In the second and third year, the brand has been partnered with nationally-recognized musicians, athletes and celebrities to produce hosted events and performances. Richmond Group works with record labels, handles production and promotes the events to tastemakers in each market



# Event Planning, Management & Promotion (Diversity) - Sapphire Lounge Series

## Results

Sapphire Lounge events reach more than 2,000 people per month across the country, sampling Sapphire cocktails and promoting the brand in conjunction with relevant celebrities. Press coverage has been successful, including *In Touch*, *BET*, *Rolling Out*, *Chicago Tribune* and more.

