

# Corporate Branding and Beach Theming Spells Success

Phenomenon Pairs with Launch Marketing and Beer Giant to Promote 'Surf Arts'

Perth, WA, 7 March 2014 — Phenomenon Creative Event Services, the Perth-based event production specialists worked in conjunction with Launch Marketing to produce a phenomenal industry night for Corona earlier this month.

"The event was a resounding success and the venue was perfect!" says Phenomenon's Business Development Manager, Jeni Donald. "We were thrilled to again be working with Launch Marketing, this time to help reinforce the La Casa brand for Corona."

The Corona La Casa Artist Residency is touted by the beer company as a haven for young artists, musicians, writers, photographers and itinerant surfers in search of creative inspiration. Nestled on a beach facing the Coral Sea, artists convene in a hired beachfront house – as Corona describes it, 'on Mexico time'.

The 'chilled-out' event theme, based on a sunny afternoon on a Mexican beach, was held at the iconic B Shed in Fremantle, WA. Phenomenon's creative staff styled the event with a keen focus on bringing the client's brand to life!

Phenomenon's Creative Designer and team of Event Producers got creative with their theming, customised branding and styling elements for this event. Placed around the event area were trendy pallet service bars lit with Corona's signature blue and yellow colours, a 10 metre pallet wall with custom branded panels, Corona branded deck chairs, eclectic surf images and posters, and clever projection mapping - all adding that 'wow' factor, tying the whole theme together perfectly!

The groovy 'chill out' areas screamed shabby chic, Mexican vintage style. Guests relaxed on brightly-coloured Tolix inspired stools and lounged on colourful sofas festooned with Mexican style blankets. Working with the event caterers, Phenomenon designed food huts with custom signage to suit the cuisine and chalkboards that featured the fare of the evening. Phenomenon's Creative Designer dressed the entire area with an abundance of swaying palm trees, succulent agave plants, driftwood, tins and old jars filled with pebbles and candles for that rustic look. Ambient lighting from coloured paper lanterns were strung overhead, and one hundred square metres of Astroturf in the café area finished the festive look!

"We are also well versed in corporate branding," Donald says. "We can place a logo or motif on just about anything in order to enhance your corporate identity at your event. It worked incredibly well for Corona in this instance, as it has for many others."

"Don't hesitate to contact us with your ideas," she says, "we want to be your go-to event theming company!"

For more photos, visit their Facebook page or for more information on any of their event services - event theming and styling, furniture and prop hire - simply email [info@phenomenon.com.au](mailto:info@phenomenon.com.au) or call 1300 33 9000. It's their mission to create memorable events for you and your guests.

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