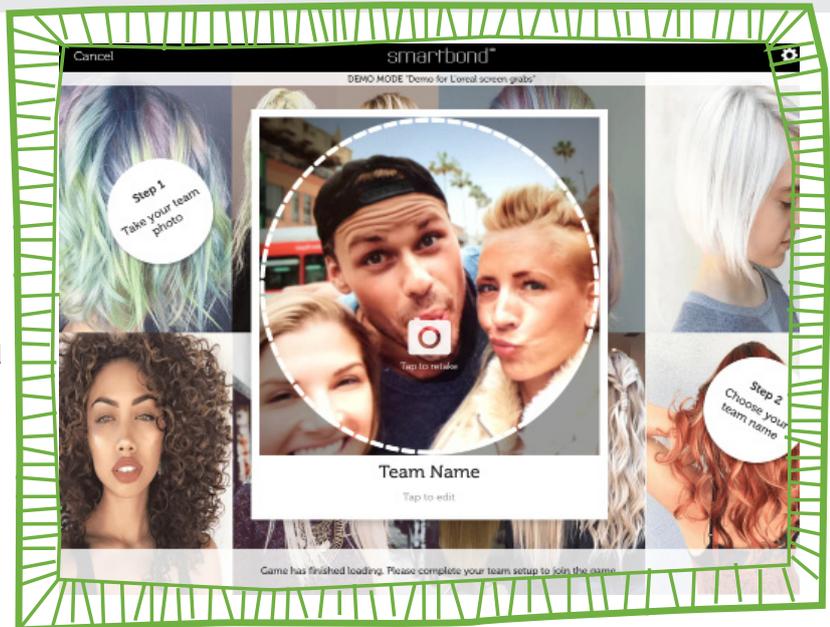




Client: **L'Oreal**  
 Event Location: **Rome, Italy**  
 Event Theme: **Multi-Group Customised City Explorer**

### THE BRIEF:

L'Oreal were heading to Rome for their annual conference with over 300 employees across a variety of brands and divisions including Redken, PSB, Decleor, Carita and Essie. They required a tailored and engaging team activity to fill their afternoon and Wildgoose were approached to fulfil the brief. The client wanted the activity to incorporate the L'Oreal values and company culture, whilst encouraging participants to explore the city, get to know their colleagues and engage with the wider team. We instantly knew that our Rome City Explorer would provide the perfect foundation to meet their event objectives.



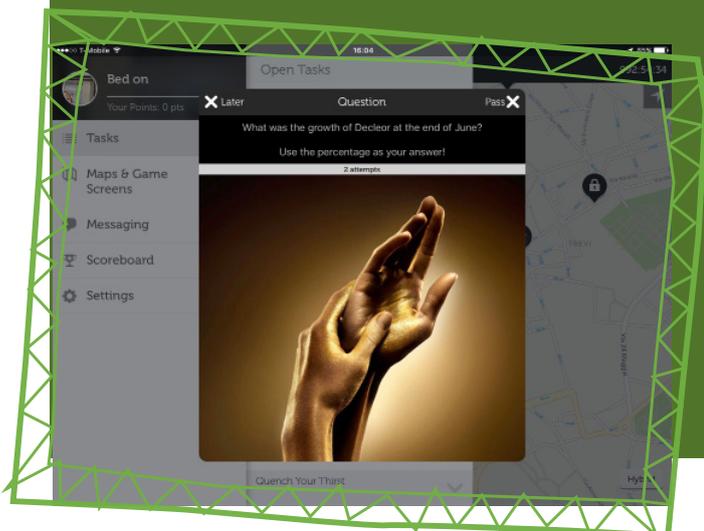
Each brand wanted to explore different areas of the city with scattered start and finish points - this presented Wildgoose with the type of logistical challenge we relish!

### THE SOLUTION

Our dedicated project management team worked closely with L'Oreal to write bespoke content and create engaging tasks that incorporated the conference's key messages and the company's values seamlessly into the activity, helping to facilitate each brand's overall event objectives and unique identities.

To fulfil the complex brief, five separate games were created - one for Redken, PSB, Decleor, Carita and Essie - each one a unique take on our Rome City Explorer. For example, Redken teams were challenged with creative photos to reflect their creative culture, while Decleor focused on product knowledge.

On the day of the event, our Event Managers were strategically positioned around Rome to ensure that each group had a point of contact should they need any assistance during the event. Team challenges took place at a range of famous landmarks such as The Pantheon and The Colosseum, which meant participants were able to visit historical landmarks. The event wrap up took place later that evening over dinner where all of the five brand's photos and videos were shown together and the winners were announced.





# L'ORÉAL

## THE RESULT:

Due to the flexible and versatile nature of our app, we were able to build upon the foundation of our popular Rome City Explorer Challenge to create the perfect solution for this event brief. We listened to the client and immersed ourselves in each of the five brands' unique personalities to create engaging and purposeful content, which resulted in the teams becoming instinctively motivated and engaged. The event encouraged creativity, tested leadership and required time management and teamwork. Free type feedback style challenges encouraged self direction, which in turn increased participant's engagement. Our sophisticated online report ensured L'Oreal received maximum ROI in the form of post event statistics, response breakdown and team engagement analytics.



## What the client said...

“ I wanted to say a HUGE THANK YOU!! To you and your entire team! The event was a HUGE success and I cannot fault any of the organisation from yourselves and your team. The game was such a fantastic contribution to the conference and will be spoken about for a long time. Please extend my thanks to all! ”

**Jessica Sherry**  
Event Producer - L'Oreal



## Get in contact

Contact our team today to discuss your options and start planning your event. It will make you the office hero.

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