

case study

Stella Artois - The Art of the Event: Stella Artois Short Film Project Awards in NYC

Client Objective: AB InBev needed to create a star-studded event to announce the winner of the Stella Artois Short Film Project Awards and generate significant public awareness and media coverage of the event in NYC.

Why They Chose The Kerry Group: Because we are consummate masters in the art of turning an event into a PR extravaganza. InBev's luxury brew, Stella Artois had teamed up with Academy Award winner Kevin Spacey's Triggerstreet.com, the social networking utility for new and emerging film artists, to develop the Stella Artois Special Film Project. This joint awards presentation initiative, which recognized the independent, short film industry, honored one lucky film producer with the coveted Stella Artois Crystal Chalice trophy and a \$50,000 grand prize check.

The Kerry Group was nominated to create a high profile, star-studded awards ceremony and after-party in New York City. The Kerry Group planned, produced and publicized the VIP PR event, which took place at the uber-trendy, Abe & Arthur's Restaurant in the West Village and Simyone Lounge in the oh-so-hip Meatpacking District.

Our LA team coordinated every detail from the selection and procurement of the super trendy hot spot; to designing the Stella Artois infused tasting menu; to arranging the evening's entertainment, to the development and management of the coveted celebrity guest list. Can you say high-maintenance?



The Results: A paparazzi's dream! The awards event was attended by a celeb-packed audience of more than 200 nationally recognized actors, directors, producers, short film industry supporters and key media personalities including the organization's founder Kevin Spacey, plus Jeff Goldblum, John Stamos, Gina Gershon, Rob Morrow and many others!

The Stella Artois Short Film Project generated 18,000,000 impressions around the globe and was covered nationally by top tier media outlets including NBC, the New York Post, the LA Times, MTV, US Weekly, USA Today as well as online at MSNBC.com and CNN.com



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