

Provantage Events launches the next big thing in TV

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Provantage Events organised the launch event for the latest 'big thing' in TV at a gala red carpet evening at The Roundhouse on Constitution Hill. The event marked the culmination of an integrated international teaser campaign for the 'hit new TV series' LG Scarlet campaign. The LG Scarlet was launched globally in May, with South Africa proudly hosting the second launch event in the world.

The LG Scarlet campaign involved the launch of a TV series that would be produced by the real TV series producer, David Nutter, the high-profile TV director of shows such as The X-Files, Dark Angel and Smallville. This was supported by an integrated teaser campaign using a mysterious new starlet to promote the series, which culminated in the big reveal at the VIP premiere event.

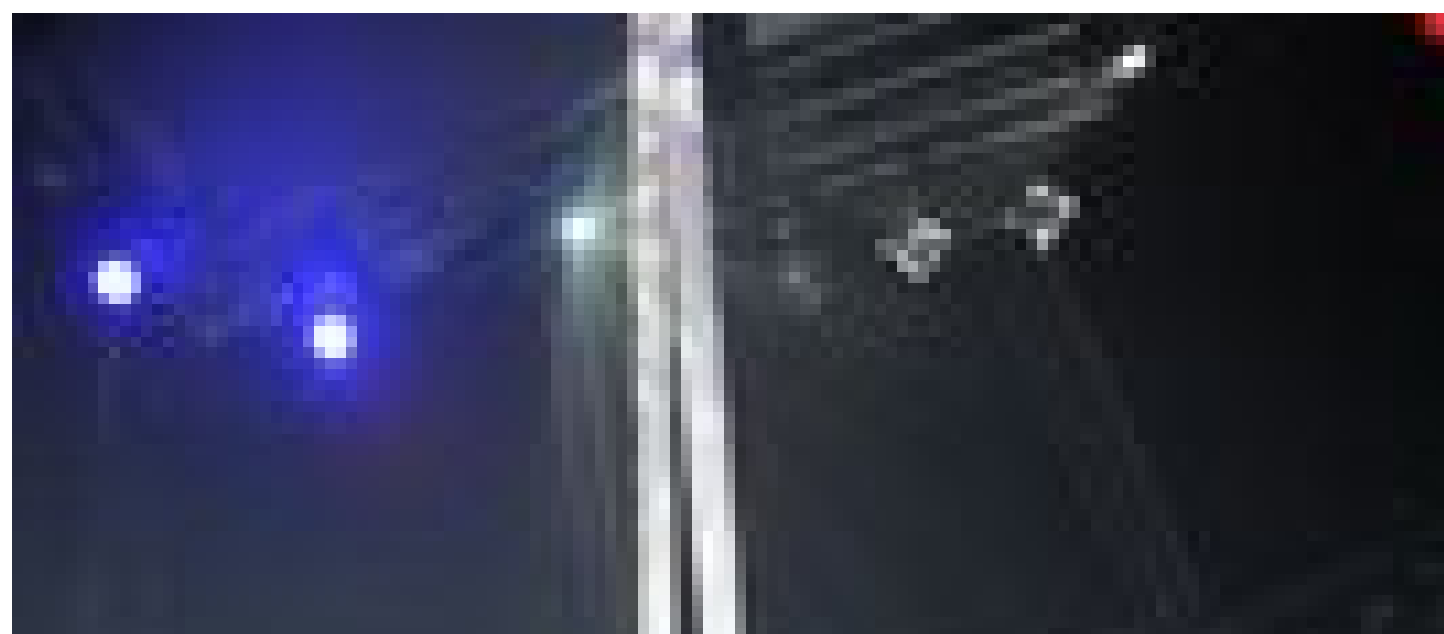


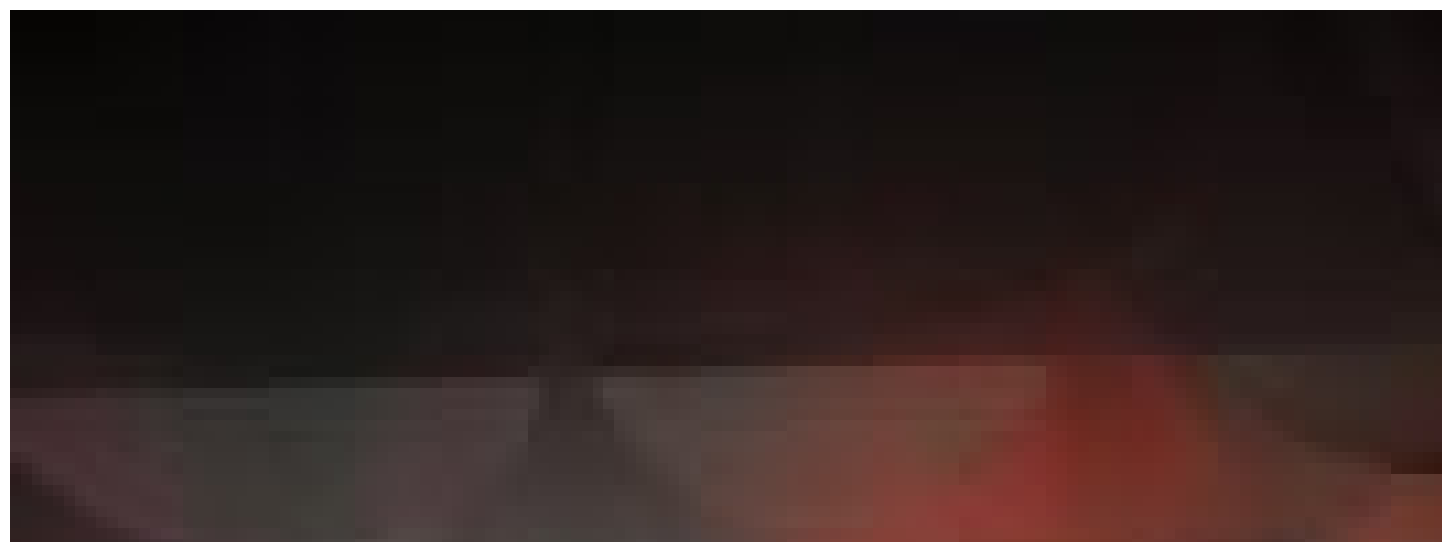


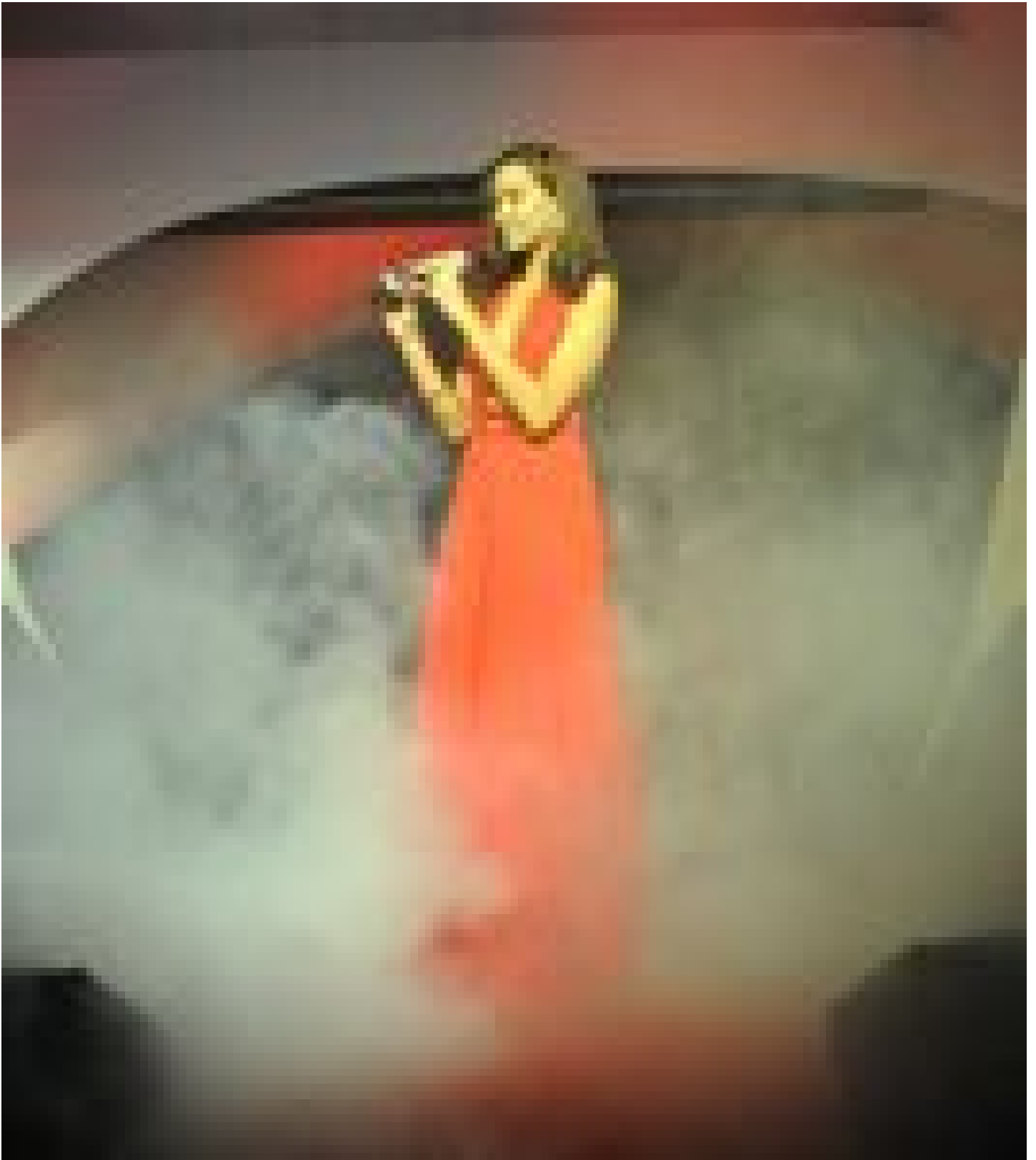
Provantage Events won a hotly contested pitch to coordinate and manage the launch of the Scarlet premiere event. The gala evening was an exclusive affair for invited guests only, and was attended by 120 very, very important local celebrities, media and trade guests, with Michelle McLean as the MC for the evening.

“Guests were greeted on the red carpet by a gauntlet of ‘paparazzi’ which set the glitzy mood for the evening,” says Dom Smith, Managing Director at Provantage Events. “Guests then entered the venue to enjoy food served by top caterers, By Word Of Mouth and drinks from the flamboyant, flaring Liquid Chefs. Coda, from Cape Town provided the music and entertainment for the evening, along with two breathtaking aerial artists.”









Miss SA Tansey Coetzee was introduced as the starlet of the 'hit new TV series' in an elaborate unveiling. After the 'paparazzi' had rushed the stage to get a shot of the star, Tansey drew the crowd's attention to the true star of the show, the new LG Scarlet LCD TV screen, which was unveiled in spectacular fashion. "We created layers of lavish experience for the VIP guests at the event, which is what was required for such an amazing product and prestigious global event," says Smith.

"LG were extremely happy with the execution of the event and were very grateful that the event was able to create a touch point where guests could experience the theme and essence of the Scarlet campaign, as well as realise such a great media and PR return," concludes Smith.

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