

# \*LIPTON 12TEA PARTY

Concept 2

# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions

# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions

## BOWLING PARTY

Different and fun. This will be a get-together for the fans that they will truly enjoy.



\*CONCEPT



A photograph of a bowling alley. In the foreground, a dark-colored bowling ball sits on the wooden approach. The background shows several bowling lanes with colorful, abstract light displays on the walls. The text is overlaid on the top left of the image.

\*The sport of bowling may be old, but no one can deny the enjoyment the players experience every time they play it.

\*The area where the event will be held is definitely intimate. It will be easier for Lipton to focus on the fans' interests throughout the program since it is easier to talk to them in the small party setup.

\*The competitive air of the bowling arena will keep the fans on their toes and the activities will keep them engaged throughout the party.

\***RATIONALE**



\* DISCO

We're putting our own little spin on the bowling party by making it a disco dance bowling party! As the guests enjoy bowling the day away, they get to have fun with the vibe of the place and dancing to the groovy tunes played inside the venue.

\*THEMATIC  
EXECUTION



\***TITLE STUDIES**

The background of the slide is a dynamic, low-angle shot of a disco or nightclub. Numerous bright, multi-colored laser beams (red, green, blue, yellow) radiate from the center, creating a starburst effect. In the foreground, the dark silhouettes of people are visible, some with their arms raised, suggesting a lively dance floor. The overall atmosphere is energetic and festive.

# \*DISCO BOWL FEVER

Dance and bowl 'till you drop!

This Lipton party will give the fans a fever that will make them feel good, they can't help but disco and bowl all day long.



## \*DISCO INFERNO

The heat of the disco tunes fills the party's air.  
It's going to be a hot party that the fans will  
always remember.

## \*I DISCO BOWL

There's nothing else to describe it. The fans will  
just LOVE this disco bowling party. It's fun



\*E-VITE

# DISCO BOWL FEVER

It's time to put on your  
bowling and dancing  
shoes!

December 2012

1:00 pm - 10:00 pm

Mall of Asia Bowling Centre  
Pasay City

See you there!



# \*THE EXPERIENCE

# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions



Photo  
Booth

Lipton  
Booth

PODIUM

Tech Booth

10  
Players

10  
Players

10  
Players

10  
Players

10  
Players

10  
Players

10  
Players


\*VENUE LAYOUT



## \*VENUE DRESS UP

A rotating disco ball will underscore the disco retro vibe.



A photograph of a nightclub interior. A large, spherical disco ball hangs from the ceiling, casting a bright, circular glow. The ceiling is made of corrugated metal and has various pipes and wires visible. The walls are painted a light pink color. In the foreground, a dance floor is visible with several people dancing. The floor is covered with a pattern of colorful, shimmering light reflections. In the background, there is a bar area with a DJ booth and a large screen displaying a video. The overall atmosphere is lively and energetic.

The disco ball will  
cast glittering  
lights onto the  
dance floor.



## \*PODIUM PEG

A tall boom box will form the backdrop for the host and performers.





**KEEP  
CALM  
AND  
DISCO  
ON**

Signages with the words “Keep Calm and Disco On” will be scattered around the venue.

# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions



**Lounge / Snack Area** where the guests can drop in and relax for a while. There will be freshen-up products snacks.





Guests could participate in the spin-the-wheel contest offering prizes ranging from Lipton tea packs to spa gift certificates.

The wheel will also be used for the raffle.

\*SPIN-THE-WHEEL



3 free  
beers  
for each  
guest.



\*MOBILE BAR

# \*FLIP BOOK PHOTO BOOTH

Guests are offered continuous shots and see themselves moving as they flip through the flip book photo booklet.

The booth will have a complete disco ball heads and glittery eyewear.





# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions

# \*PROGRAM FLOW

| TIME                                    | ACTIVITY  |
|---|---|
| <i>PRE-PROGRAM</i><br>1:00 - 2:00 PM    | <ul style="list-style-type: none"> <li>• Registration / Arrival of guests</li> <li>• Join Raffle / Snacks</li> </ul>                      |
| <i>PROGRAM PROPER</i><br>2:00 - 2:15 PM | OPENING <ul style="list-style-type: none"> <li>• Host Opening Spiels</li> <li>• Opening Remarks</li> <li>• Opening Performance</li> </ul> |
| 2:15 - 2:20 PM                          | Raffle  |
| 2:20 - 8:00 PM                          | Bowling Party   |
| 8:00 - 8:05 PM                          | Raffle  |
| 8:05 - 9:30 PM                          | Dinner / Cocktails  |
| 9:30 - 9:35 PM                          | Grand Raffle  |
| 9:35 - 10:00 PM                         | CLOSING <ul style="list-style-type: none"> <li>• Host Closing Spiels</li> <li>• Closing Remarks</li> <li>• Closing Performance</li> </ul> |





A group of dancers will open the event with a smashing dance performance!

\***OPENING  
PERFORMANCE**

# \*RAFFLE PRIZES

Lipton Goodies!





6 tickets to the  
bowling center  
where the Lipton  
Bowling Party will  
be held.



\***GRAND RAFFLE PRIZE**



A LIVE BAND will perform towards the end of the party to close the event with a bang!

\*CLOSING  
PERFORMANCE



# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions

➤ Riki Flo



➤ Cesca Litton



➤ Sam YG



\*HOST OPTIONS

➤ DJ JENIL



➤ THE DAWN



\*GUEST OPTIONS

# \*ELEMENTS

Communication of activity to the fans (100,000 likes)

Venue Setup / Layout

Activities

Program Flow

Hosts / Guests

Venue Suggestions





Entertainment Mall,  
near Music Hall  
Mall of Asia, Pasay City

\*SM Mall of Asia  
Bowling Centre



4/F Robinsons Galleria  
Edsa Corner Ortigas  
Avenue

\*PAENG'S  
SKYBOWL

Flashlight Bowling  
Pin Keychain



Bowling ball  
keychain



\*GIVEAWAYS



\*END. THANK YOU!