CASE STUDY

csc
Global Brand Launch Event

THE CHALLENGE

To accomplish the world–wide launch of Computer Sciences Corporation's (CSC) new global brand identity, CSC asked us to design and produce a live tent event at their worldwide headquarters in Falls Church, Virginia featuring their CEO and Executive Vice President of Global Marketing.   In addition we were to co-ordinate the production design at sites in England, India and Australia. With only 3 weeks to accomplish this, CSC required a flawless production plan that would ensure a high impact and compelling delivery to unveil CSC's new brand identity to their employees. In addition to the live event, Spectrum was tasked with the coordination of a live webcast of the event for CSC employees around the globe.

THE SOLUTION

To produce an extraordinary Global Brand Launch event, we created a central launch site in Falls Church that incorporated the design of creative elements, staging, lighting and the flow of the experience to match the new brand. Spectrum also designed an outdoor exhibit experience, incorporating banners and plasma screens, transforming the exterior courtyard space into a CSC brand experience for employees after the live event.   In addition we coordinated with CSC staff to replicate the headquarters event in three international locations and produced a live webcast of the event.

THE RESULT

The Global Brand Launch impacted every CSC employee, whether attending a live event or participating via the Internet, They were able to simultaneously experience the launch of the new brand, hear directly from the CEO and to share in the next phase of CSC's growth. The live event in Falls Church, Virginia was attended by 700 people and was seen on the internet by 90,000 employees in 80 countries.

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