

stella artois short film project awards 1 of 2

Client: AB InBev – Stella Artois

- Star studded event to announce winner of Stella Artois Short Film Project Awards
- PR event - High profile award ceremony after parties in NYC featuring Kevin Spacey
- TKG planned, produced and publicized VIP PR event at two trendy hotspots in West Village and Meatpacking district
- Attended by 200 nationally recognized entertainment personalities

Strategy

Generate significant public awareness and media coverage for Stella Artois Short Film Project Awards.



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stella artois short film project awards 2 of 2

Kerry Group Responsible For

- Creating high profile award ceremony
- High profile VIP events
- Development & management of coveted celebrity guest list
- Designed Stella Artois-infused tasting menu

Elements Handled By Vendors

None

Business Results

- Received Billboard Concert Marketing & Promotion Award
- Generated 18MM global impressions



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