

Cinevation's event wizardry honoured at AdReview Award

Cinevation's Karen Bailey and Marisa Torrani scooped 'Best Event of the Year' for their Exclusive Books' 'Harry Potter Book Launch' entry at this year's AdReview Awards.

"We are absolutely thrilled," says Bailey. "Marisa and I knew the campaign was a success, but it is fantastic to have the sentiment reiterated by AdReview."

With numerous special effects and a cast of professional actors employed to enhance the experience, Potter mania took Johannesburg by storm for three weeks prior to the book launch. Not only was it the first of its kind in South Africa, according to Cinevation, it was the largest promotion to launch Harry Potter and the Half-Blood Prince worldwide. Despite magnitude of the project, Cinevation pulled out all the stops in implementation.

Building up to the launch of the book, visitors to Montecasino were able enter the mysterious world of Harry Potter - experiential marketing at its best. After being sorted by a real sorting hat, a wizardly guide escorted Potter fans, young and old, along Privet Drive and through Diagon Alley, complete with cauldrons. Visitors attended classes at Hogwarts School, explored the Forbidden Forest and were enchanted by the Chamber of Secrets.

The Harry Potter venue amassed over 16 000 visitors and in some instances guests queued for 3 to 4 hours. But, maximising return on investment for Exclusive Books, those who ordered and prepaid for the book needed only to produce their Magic Receipt for VIP fast access.

In AdReview, editor Tony Koenderman writes, "The sheer originality of the execution and attention to detail make it a worthy winner of 'Event of the Year' and for Exclusive Books the results were commercially resounding. The group held market share, even though it was selling the books at a premium, against mass-market retailers selling at cost. Exclusive was seen to have ownership of the brand, and to be the industry market leader."

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