

MACHINE innovates with engaging and quirky take on a corporate gift

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MACHINE, AdReview's Breakthrough Agency of the Year, has once again proved its mettle with its latest project for Habari Media.



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Tasked with creating an innovative and engaging gift for the attendees of the annual Habari Media Tuongee symposium, the agency produced a bespoke gift box that was not only useful and beautiful but that also heightened anticipation surrounding the exclusive networking weekend.

"The Habari Media Tuongee is one of the most anticipated annual events in the digital arena, attracting the leading minds from both local and international markets," explains Habari Media MD, Wayne Bischoff.

This year, the Tuongee was held over two days in Zebula, one of South Africa's most beautiful and exclusive game lodges. As per the previous year, the emphasis was on a smaller gathering, consisting of top level executives from the advertising and digital arena.

"For us, it was imperative that every element of the weekend worked together to create an overall impression of time well spent - particularly as we were hosting some of the busiest people we know!" says Bischoff.

"The VIP gift, presented before the symposium, is crucially important as it helps set the tone of the days ahead."

"The Quintessentially Metaphorical Field Guide to Humans on Business Safari" exceeded all expectations.

Taking its cue from the mix of business and bush, the survival guide provided attendees with a set of beautifully-designed, tongue-in-cheek provisions - everything that the typical businessperson would need to survive two days in the 'wild'; from a bespoke guidebook explaining various animal personalities and a 'tune stick' loaded with African beats, to 'drinkable mosquito repellent' (a.k.a. gin, just add tonic!), all-purpose lead sticks (a.k.a. pencils), SOS balm (a.k.a. beeswax balm), and even the essential piece of rope.

The entire set was packaged in a minimalistic birchwood box, creating a modern and more adult twist on the classic boy scout's survival kit.

Says MACHINE group creative director, Gareth McPherson: "We wanted to create something that engaged the attendees; something more than just a welcome letter and small gift. With a unique take on a conventional survival kit our idea was brought to life in a fun quirky way that was beautifully executed. We were really happy with the end result, as were the guests who received them."

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