



CLIENT: S.C. Corinthians

BRIEF: To design and build a FanPark™ to maximise the massive support for Corinthians in Brazil and in the Sao Paulo area.

Activities to be supplied were needed to coincide with the signing of Roberto Carlos as a Corinthians player.



GGG SOLUTION:

Timeframes were very short to coordinate with the required dates and activities and to manage strict import regulations in Brazil.

We licenced a local supplier to produce the activities to our designs and our local event team managed and ran the events.



LOGISTICS: Our team in Brazil worked to our usual strict operational and safety standards to create a ground breaking event in Brazil.

A team of 8 staff set-up and managed the kit keeping to very strict press guidelines to manage the huge numbers of journalists and fans (over 30,000 fans attended the event).



ROI: The immediate feedback was massively encouraging. The club were very pleased with the results of the event and the press were impressed with the versatility of the activities and opportunities available to them.