



**MINISTRY
VENUES**



BRITVIC BRAND ACTIVATION

DATE — MARCH 2022
COMPANY — BRITVIC
LOCATION — THE WHITE SPACE
CATEGORY — PRODUCT LAUNCH



BRITVIC BRAND ACTIVATION

When Britvic were looking for a dynamic space to host their presentation to their largest stockist, Tesco, The Ministry stood out as a natural fit, with The White Space providing the ideal blank canvas to be transformed into the brand space. With the team's knowledge of product launches and in-house events team ready to support staging, within a few days the client had attended a site visit and signed the contract.

The team at Britvic liaised with Ministry Venues to create 7 activation spaces within the space as well as a socially distanced presentation area and catering space. After working through multiple iterations of floor plans, we managed to deliver on the client's ideal layout.

Attended by a select number of individuals, the 2100 sq. ft space was filled with vibrant colour and had carefully crafted furniture layouts and installations that allowed a socially distanced event to still felt warm and cosy.





“I just wanted to say thank you again for all your help yesterday in ensuring everything went smoothly. It’s always a pleasure having an event with you!”



**MINISTRY
VENUES**

79 - 81 Borough Road
London
SE1 1DN

MinistryVenues.com
Events@MinistryVenues.com
02077408682