THE COG PRINT APPROACH TO EVENT SIGNAGE

Red Bull®

ENERGY DRINK

This document will introduce you to one of the
COG Print Event Signage projects as a simple case study.

It supports our work experience and provides some
insight to how we connect brand to business and provide
value in our brand and print marketing services.

Read through, enjoy, and get in touch anytime!

START!

Red Bull

DIVING
SERIES 2013

QUALIFICATION
COMPETITION

NSW AUST

JONATHAN PAREDES	MEX	409,70	510,40	601.60	72
JORGE FERZULI	MEX	402,10	487.60	584.50	676
BLAKE ALDRIDGE	GBR	398.50	485,90	515.20	695
CYRILLE OUMEDJKANE	FRA	394.70	466	561.90	669
KRIS KOLANU		388,75	479,95	569,25	664
HASSAN MOUTI		374,60	452,50	5 ,60	667
KENT DE MON		373,65	461,05	5 ,55	663
MATT COWEN		68,90	4	5	661
ALAIN KOHL		00	45		620
ANDY					595

WHAT WE KNEW FROM THE START

Red Bull approached COG Design with a brief to deliver the signage for the Red Bull Cliff Diving World Series.

A neat, clear and concise delivery of event and wayfinding signage was required by the Red Bull brand and their international cliff diving event at the Hawkesbury.

At a high level the wayfinding and event signage solutions for the Red Bull Cliff Diving World Series required strict adherence to the brand guidelines and corporate identity.

ABOUT THE CLIENT

Red Bull is an energy drink sold, an Austrian company created in 1987. Red Bull has the highest market share of any energy drink in the world, with 6.790 billion cans sold in a year.

The Red Bull Cliff Diving World Series, established in 2009 and created by Red Bull, is an annual international series of cliff diving events in which a limited number of competitors determine the Cliff Diving World Series winner.

Free-falling from up to 27m combined with awe-inducing acrobatics – that's the essence of cliff diving. Since 2009 the Red Bull Cliff Diving World Series has provided a platform for aesthetic action and dives of incredible complexity. It's pure. It's breathtaking and it's packed full of exciting drama.

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THE KEY COG PRINT SERVICES IN THIS PROJECT.

RESEARCH

The COG Print approach at research phase is to understand what the event location and attendees will require from wayfinding and what the brand needs form a communications perspective.

For this project we need to ensure the broader brand is clearly consistent across the variety of signage instances, and, that the harsh Australian weather will not compromise the events brand feel during the event.

DESIGN

The Event Signage Service by COG Print Agency Sydney is a comprehensive design offer that solves all types of event signage problems and challenges. From digital printing and wayfinding solutions to traffic directional signs and media support signage – our designs are onbrand, common sense and achievable.

The goal is to support the strength of brand across a key brand touchpoint that gets high exposure.

INSTALLATION

A key part of this project was the design and installation of signage that would suit a unique event

Sign designs are easy, on location in the Aussie outdoors is not so much.

With trusted professional support network all COG Print event signage are delivered with warranty and aftercare support.

MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really on COG Print for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Short Event Window**

- **Outdoor bushland natural location.**

- **High End Brand**

- **Logistics and project management**

SOLUTIONS SUMMARY

A neat, clear and concise delivery of event and wayfinding signage was required by the Red Bull Cliff Diving World Series event at the Hawkesbury.

Needed to tell people where to go for one, but also in what direction to head towards. Our wayfinding and event signage was tasked with other important duties such as informing athletes of their schedules, media to get their special access and athletes to look glorious in front of when holding up their trophy!

The wayfinding and event signage solutions for the Red Bull Cliff Diving World Series required strict adherence to the Red Bull brand guidelines and corporate identity. One thing Red Bull manage tightly is their brand! And the reproduction of the Red Bull brand across marketing collateral needs to be sharp and accurate.

A large range of specific signage items ranged from small A5 paper flyers through to huge diving platforms and Step and Repeat boards (also known as Logo Walls, Press Boards, Media Backdrops, Sponsor Boards, Checkerboards, Press Interview Photo Walls...) The design solutions delivered by our Sydney Design Agency paid special attention to production deadlines and manufacturing to make sure our part of the event the overall event success.

RESULTS SUMMARY

Huge attendance under bright blue sunny skies... Success!

Elite cliff divers turned up to compete by diving from up to 27m in the most respected World Series Diving Event in the world.

Divers jumped from a platform at a height ranging from 26–28 m (85–92 ft).

The Hawkesbury event was one of a limited number of venues around the globe, and with record attendance and media attention COG Design were proud to have played part in a Red Bull Global event.

WE'VE DELIVERED PROJECT SUCCESS FOR COMPANIES THAT YOU KNOW.

BUT WE'RE SMALL BUSINESS SPECIALISTS READY FOR NEW PARTNERSHIPS.

CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.

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