



TomTom locates an ideal events partner – Kadoro

When it came to ideal positioning for its 'one year in South Africa' birthday party, TomTom knew exactly where to go ... Kadoro Events & Communications.

The sub-Saharan subsidiary of the global manufacturer of automotive navigation systems homed in on one of South Africa's event industry leaders and Johannesburg's Turbine Hall – the perfect location to celebrate their successes in the local market and take guests on a wondrous journey from Gulliver's fictional travels to Marco Polo's Asian odyssey until finally arriving at the satnav certainty of today's TomTom product range.

To creatively drive home the point that direction-finding was flawed and fanciful until GPS came along, the event showcased an amazing sequence of images before spotlighting the precision found in the TomTom range.

Said Kadoro owner Amanda Rogaly: "Our client enabled us to combine numerous creative elements. We featured Hansel and Gretel's 'directional' bread crumbs and Dorothy's red shoes for tripping down the yellow brick road to the Wizard of Oz before arriving at later directional aids such as petrol attendants and police officers.

"We set up the theme by sending out invitations that included difficult-to-decipher directions. We built further intrigue outside the venue by getting a group of supposed Chinese visitors to surround guests and hold up tourist maps while requesting directions.

"The execution of the theme led to a fabulous response from guests who became totally involved in the journey and the ultimate conclusion – that TomTom was the solution they and South Africa had been waiting for."

Décor was themed in red, white and black. Guests were greeted with red cocktails, creating a relaxed ambience in time for a detailed description of the TomTom journey from an African praise-singer.

Joost Jetten, TomTom's Regional Manager, Sub-Saharan Africa, commented: "Reaction from our customers and stakeholders was fantastic. It was a budget well spent. Kadoro Events has done a great job."

Marketing Manager Charlotte Saayman was equally enthusiastic, saluting a fabulous event and Kadoro's attention to detail.

The event was attended by 180 guests and media. Vibrant and thumping entertainment was provided by Drum Cafe versus First Project. The departing highlight was that everyone received a complimentary Tom Tom unit.

Ends

About Kadoro

Kadoro Events and Communications is a leading event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues.

Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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