

IQOS: ILUMA PRODUCT LAUNCH CASE STUDY

IQOS: ILUMA LAUNCH

The launch featured a media event, a trade partner experience, and an after-party - strategically designed to maximise brand impact and engagement. It successfully positioned IQOS Iluma as a technological innovator, reinforcing its “Next Level” brand promise with significant media coverage.

NEW



LAUNCH
07.03.2024

THE BRIEF



CLIENT

IQOS
(Philip Morris International)



LOCATION

Cabo Beach Club,
Cape Town



LAUNCH THEME

“Next Level”
technological innovation



PRODUCTION

End to end full-service
launch event



A **MULTI-TIERED** APPROACH

01**MEDIA LAUNCH**

Intimate engagement with
50 key press members

02**TRADE PARTNER EXPERIENCE**

Showcase with 350
industry professionals

03**AFTER PARTY**

Celebration with 800 guests
and Don Julio partnership

The launch included a media event, a trade partner experience, and an after-party. Strategic segmentation maximized brand impact. This approach ensured diverse engagement.



01 **MEDIA LAUNCH:** CRAFTING THE NARRATIVE

TARGETED REPRESENTATIVES

50 key media representatives
were invited

EXCLUSIVE FIRST LOOK

Cutting-edge technology
was revealed

PREMIUM POSITIONING

IQOS Iluma was introduced as a
next-generation experience

The media launch highlighted product innovations. It positioned IQOS Iluma as a premium brand. This generated buzz and anticipation.

02 TRADE PARTNER ACTIVATION: BUILDING RELATIONSHIPS



**INDUSTRY
PARTNERS**



**PRODUCT
CAPABILITIES**



NETWORKING

- 350 industry partners were immersed in the IQOS Iluma experience.
- A deep dive into product capabilities was offered.
- Technical demonstrations showcased key features.





03 EXPERIENTIAL AFTER-PARTY: CELEBRATING THE LAUNCH

01

800 GUESTS

Celebrated the brand launch

02

DON JULIO PARTNERSHIP

Added premium positioning

03

LIVE ENTERTAINMENT

Enhanced brand interaction

04

IMMERSIVE ENVIRONMENT

Reflected IQOS innovation

The after-party created an immersive environment. Live entertainment and brand interaction zones enhanced the celebration. The Don Julio partnership elevated the brand's positioning.

PRODUCTION EXCELLENCE: FLAWLESS EXECUTION

01

END-TO-END MANAGEMENT

Comprehensive event oversight

02

VENDOR COORDINATION

Seamless collaboration

03

COMPLEX EXECUTION

Multi-stage launch expertise

04

BRAND AESTHETIC

Technological showcase

End-to-end event management ensured seamless execution. Vendor coordination across segments was critical. The team focused on brand aesthetic and technological showcase.



WWW.MUSTARD.AGENCY

[FACEBOOK](#) // [INSTAGRAM](#) // [LINKEDIN](#) // [YOUTUBE](#)

