

PREPARING FOR THE NEW NORMAL



PUBLICISXP.COM
LINDSAY.ROWE@PUBLICISXP.COM
917.935.2524



LINDSAY ROWE
SVP, Strategy/Managing Director-New York
Publicis Experiences

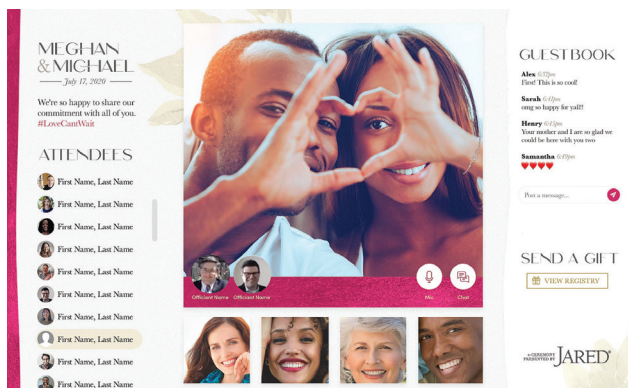
PIVOTING TO THE VIRTUAL: A CASE STUDY IN THINKING (AND ACTING) QUICKLY

Publicis Experiences has turned quarantine cancellations into emotional connections. We're incredibly proud of both our clients—for their commitment to fulfilling their brand promise—and the PXP team for proving the impossible is possible. When the Jared stores began closing, and we all had to face the fact that in-store events would not be conducted for an extended period of time, the agency team persevered and partnered with the clients to evolve a new approach. The culture has been changing rapidly. We had to seize this opportunity just as fast in order to alleviate a new pain point for consumers in a highly relevant buzzworthy way.

a platform to host the customizable virtual wedding experience. Then we needed to create a TV spot to let people know about the service. And all of this had to be done from home, in just 4½ days. It was a true whirlwind romance.

The spot is live across 20+ networks, has 21 million earned media impressions, and 60 pieces of PR coverage. So far, over 1200 couples have signed up to have a virtual wedding at JaredVirtualWedding.com

The keys to Publicis Experiences's success are three-fold. First, we think at the brand level and pivoted quickly from a product-focused in-store event program to a highly relevant brand-focused approach through the virtual wedding platform. Second, through our one-team model within Publicis we were able to not only pivot experientially but to create an entire campaign in record time. And finally, our clients trusted us and without that we wouldn't have been able to pull it off.



JARED: LOVE CAN'T WAIT

More than 845,000 couples have put their weddings on hold due to the shelter in place orders. But some brave couples have decided that nothing can stop their love, not even Covid-19.

Because Jared specializes in bridal jewelry, PXP saw a unique opportunity to step in and save the day. The idea was flawless: hosting virtual weddings for couples who decided that Love Can't Wait. But there was a lot to be done before we could say "I do." We needed to create a landing page for signups and develop

