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BARCLAYS FEDEX CUP GOLF CHAMPIONSHIP

Barclays Fedex Cup Golf Championship

ELITE CROWD, ELEVATED DESIGN

1 (800) 247-4302
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Challenge

To deliver an exclusive golf experience for Barclays' VIP clients at the FedEx Cup Golf Championship that could introduce the company's new brand look, host several engagement areas and coordinate multiple on-site partners.

Solution

A first-class experience that aligned Barclays' new branding initiative with an innovative digital atmosphere and enhanced client engagement mechanisms. We also established an on-site partner plan to ensure smooth operations.



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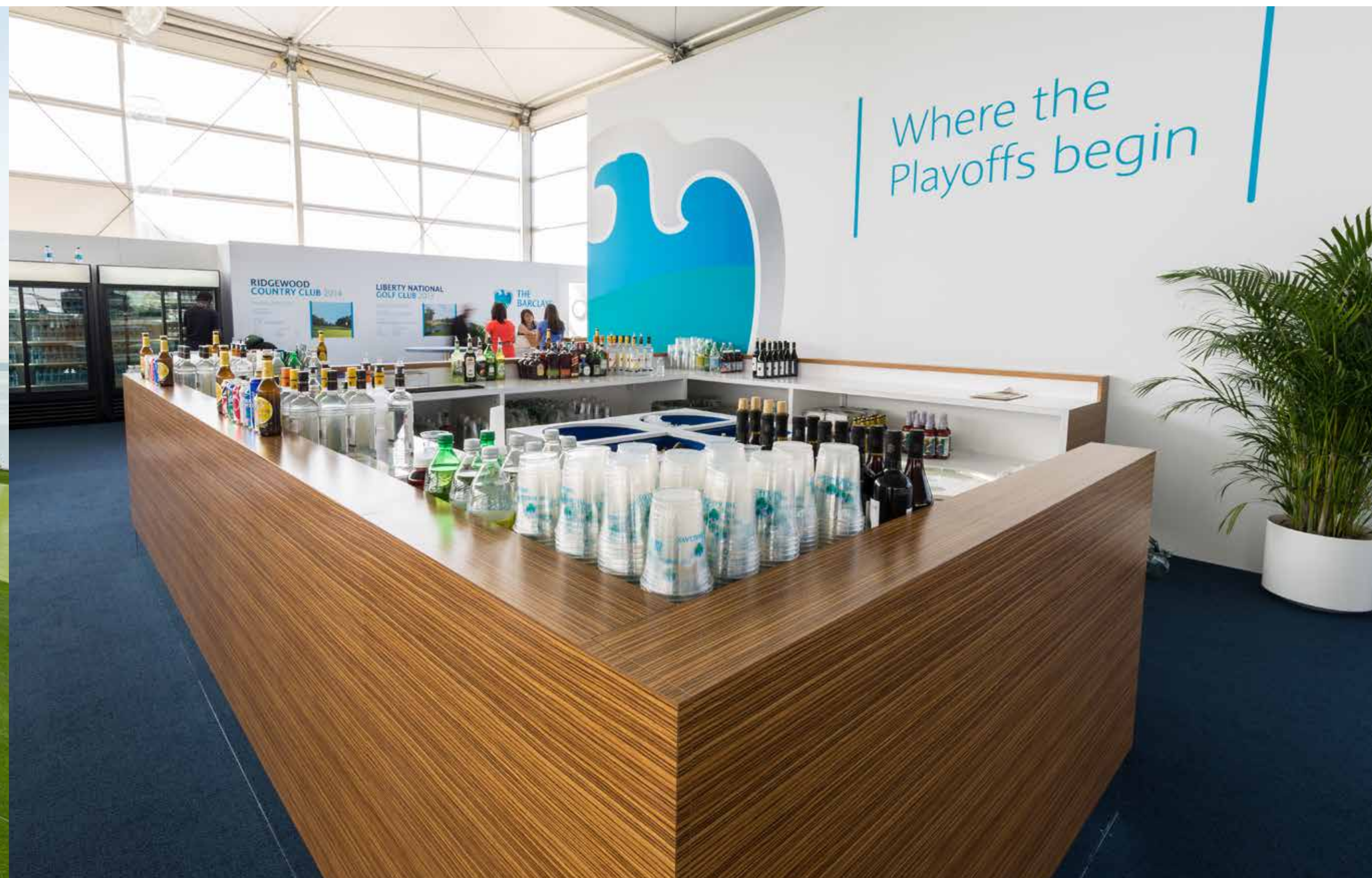
From digital communication and interactions to signage and oversized custom fabric graphics, we applied the revamped Barclays brand consistently and tastefully throughout the experience.

Contemporary lounge seating enhanced the relaxed, upscale VIP feel of the client engagement areas.

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Our custom fabricated properties supported the extensive client engagement areas, including cooking stations with executive chefs, bars and TVs—both inside the pavilion and outside in the grandstands.

We coordinated and collaborated with several on-site partners, leading to a well executed logistical plan and yet another successful VIP event for Barclays.



Say hello.

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