



Vizio's Scores Big Win in Las Vegas

BCS Event Case Study

about vizio



Vizio is a consumer electronics company that designs, manufactures, and distributes affordable high-definition televisions, flat-screen displays, sound bars, speakers, and other wireless audio equipment based in Irvine, California.



www.vizio.com

The Challenge



In 2014, Vizio was the main sponsor of the Bowl Championship Series (BCS) Football Game.

The company was planning to host a viewing party to entertain key stakeholders, buyers, distributors, and media representatives during the final championship game, however, they found themselves in a difficult predicament.

The BCS Bowl Championship Football Game was being held in Los Angeles, but most of Vizio's customers were in Las Vegas for the Consumer Electronics Show (CES).



The Solution



Since Vizio was a long-standing customer of Display Works, and we were already building Vizio's custom exhibit for CES, they asked us to organize the ultimate viewing party for Vizio guests in Las Vegas.

Our in-house events team quickly sprang into action and organized a viewing party at the Pure Nightclub at Caesar's Palace on the Las Vegas Strip. The venue was tastefully transformed into a college football atmosphere and Vizio branding was prominently displayed throughout the space. The TV screens in the venue were replaced with Vizio products so that guests could experience the quality and performance of Vizio technology firsthand while watching the game.

Throughout the viewing party, guests received the star treatment and had an opportunity to interact with cheerleaders, college and professional football players, and commentators from ESPN.

The Outcome & Results



More than 250 of Vizio's key customers, buyers, and distributors attended the BCS viewing party giving Vizio executives a chance to interact with them in a fun, informal environment.

Since all of the televisions in the nightclub were replaced with Vizio TVs, the company showcased its new products while guests watched the football game on Vizio televisions.

Vizio executives were thrilled with the outcome of this event and said that they made "big gains" with their customers by strengthening relationships, unveiling new products, and receiving extensive media coverage.