

A photograph of the Winston Arena building, a large modern structure with a curved facade and a prominent glass section. The word "ARENA" is visible on the upper part of the building. The entire image is overlaid with a semi-transparent red filter. A semi-transparent white box is positioned on the left side of the image, containing text.

WINSTON *Arena*

Refurbishing the sponsor zones

March 2020

Brief

REMINDER

WHY

Winston has been the main sponsor of the Arena for several years.

However, the current branding of the sponsor zones is based on previous brand guidelines and requires an update based on the latest brand universe.

WHAT

The sponsor zones comprise several spaces, all dispersed across the several floors and areas of the building.

The brief requires a global approach of the Arena, with a holistic perspective on all the areas at disposal: how to enhance the whole sponsoring experience at the Arena Venue in Geneva:

HOW

- > Through branding (in collaboration with 1492)
- > Through an architectural refurbishment following the rejuvenated brand image
- > Through the ergonomomy of the location: better link between the sponsor zones (bars, smoking areas), better and more coherent overall circulation
- > Through pertinent activations and consumer engagements

Floorplan & Technical

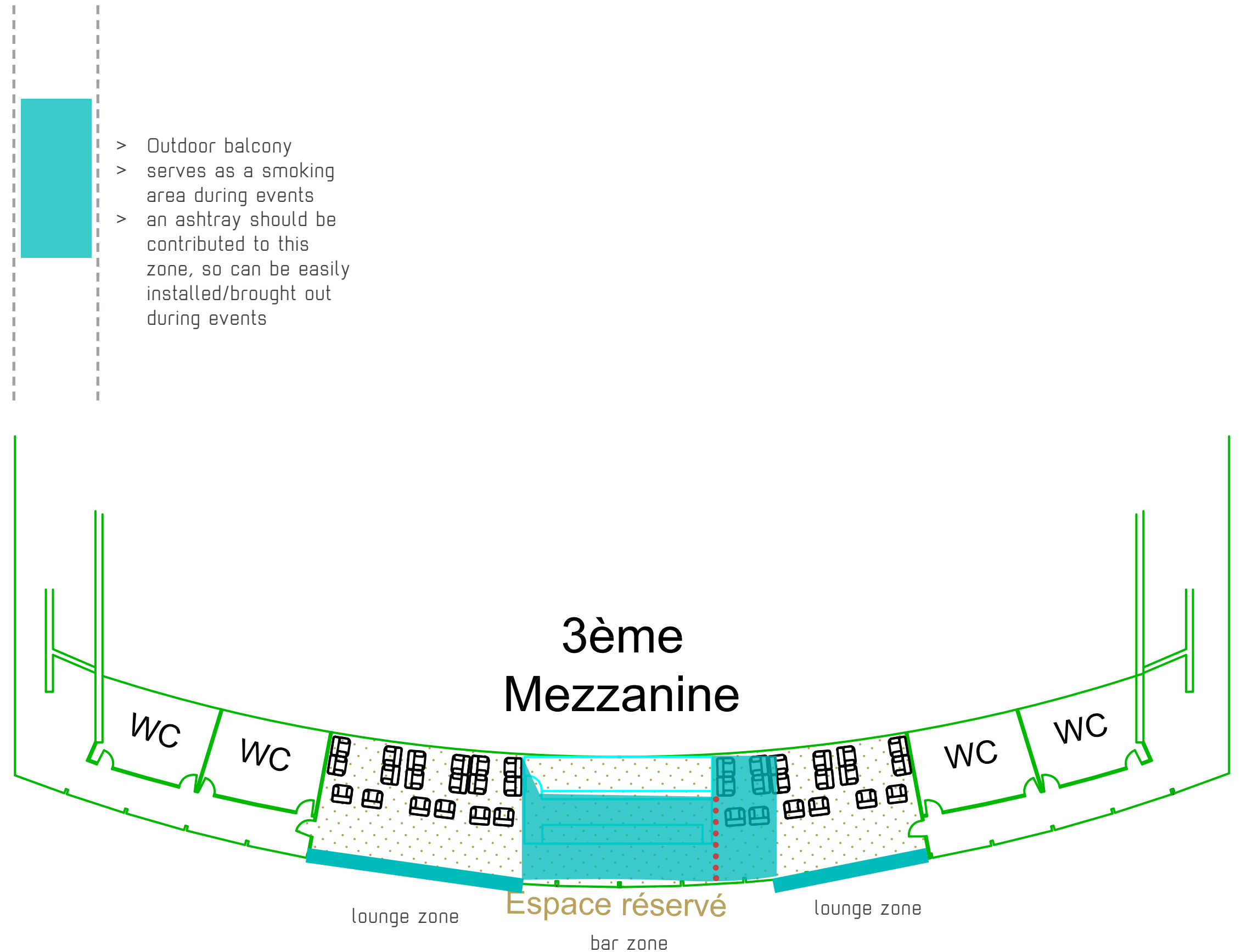
..... FLOORS AND ZONES

FLOORPLAN

OVERVIEW

3rd floor

- > The VIP area
- > A Winston bar present in the middle
- > Winston branded visuals against the walls
- > Furniture isn't so premium
- > Consistency is an issue (as other sponsors brand the zone too using (cheap) and non-uniform roll-ups etc)



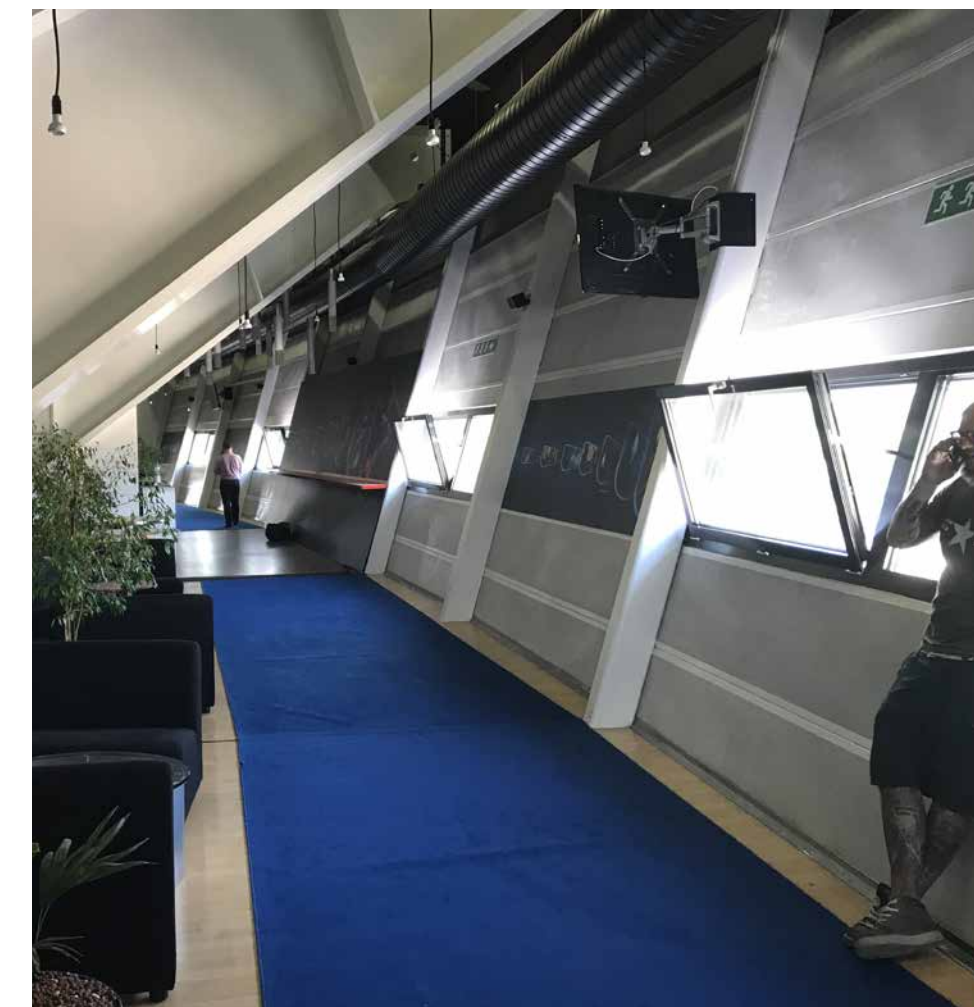
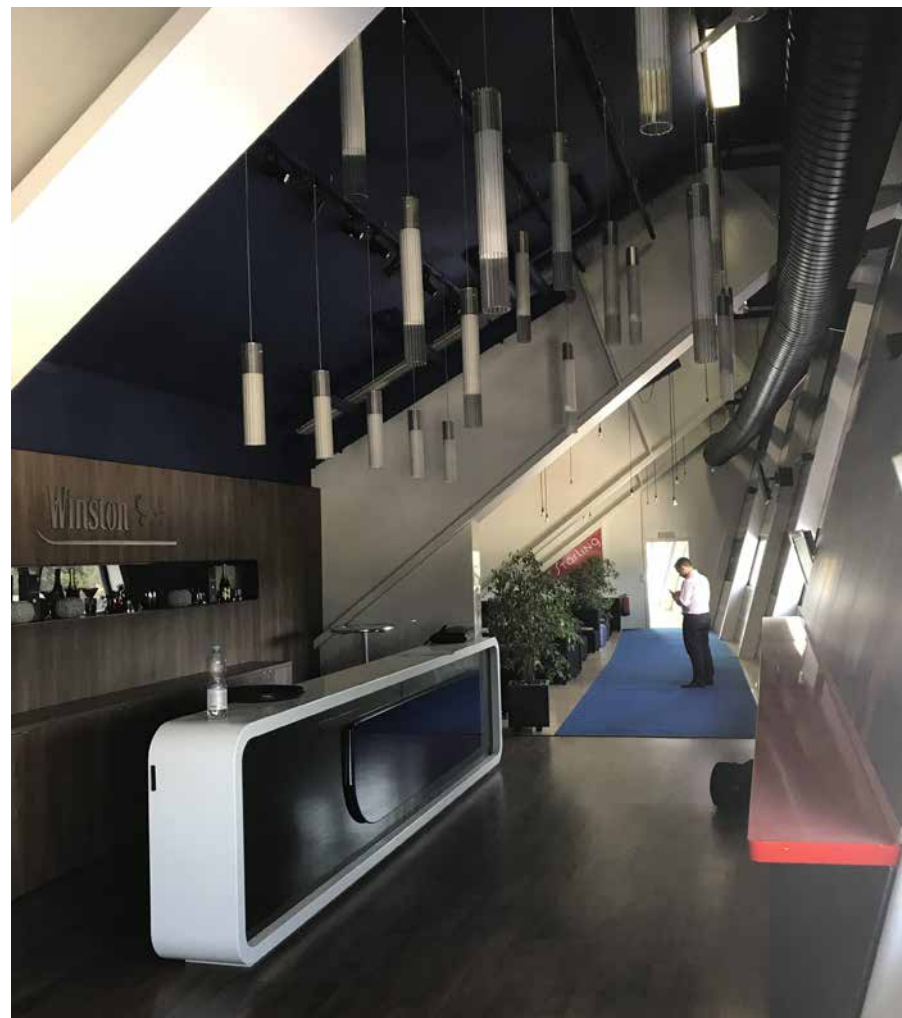
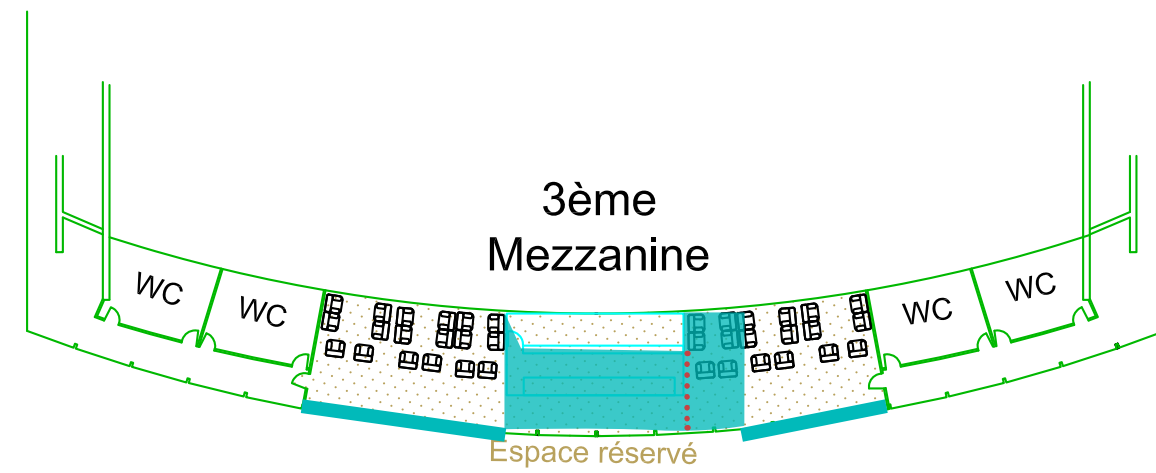


Creative Directions



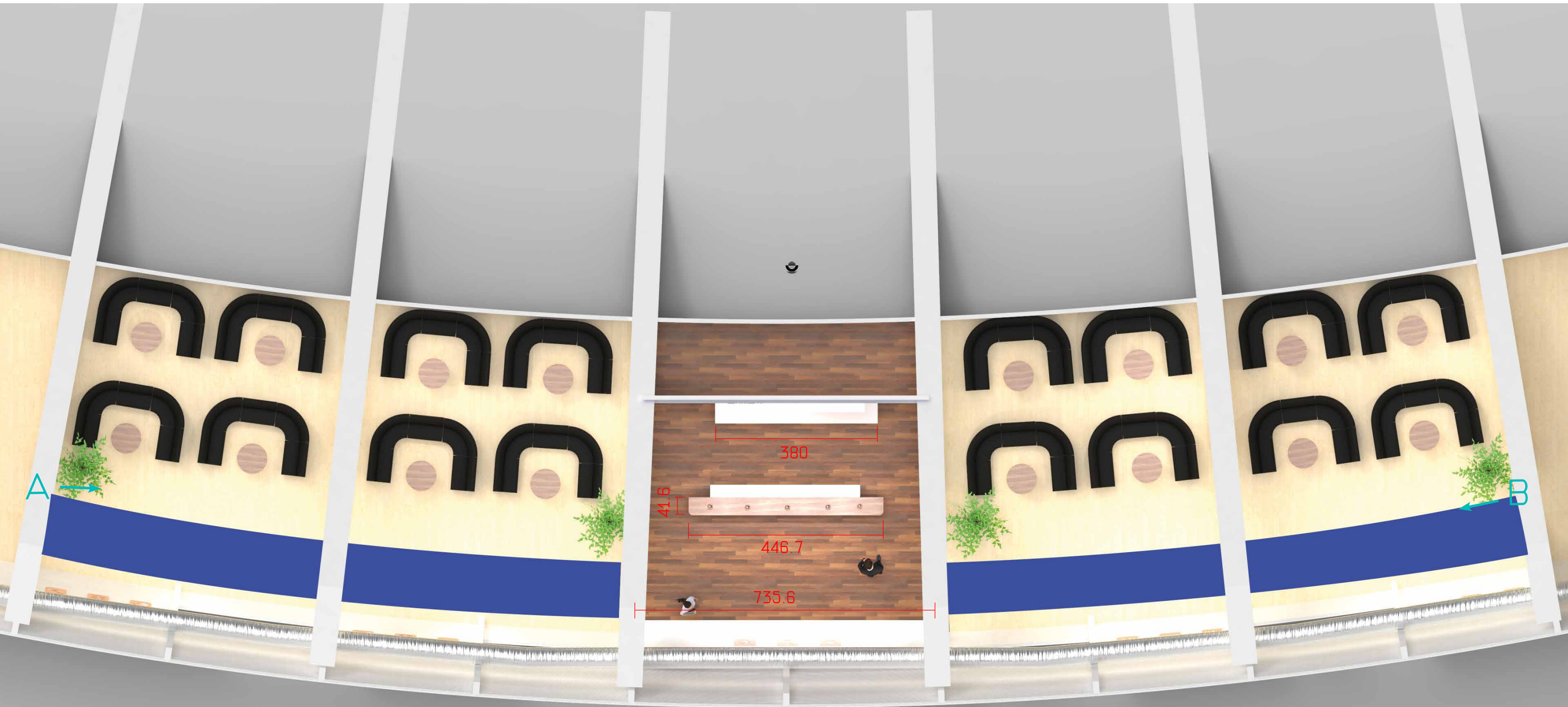
3RD FLOOR - VIP ZONE

CURRENT STATE



3RD FLOOR - VIP ZONE

FLOORPLAN



3RD FLOOR - VIP ZONE

FLOORPLAN



same shelf as other floors, but no lightboxes as no price lists are required on VIP floor.

Instead, LED lights will be integrated behind the copper structure.

3RD FLOOR - VIP ZONE
ENTRANCE A



3RD FLOOR - VIP ZONE

BAR

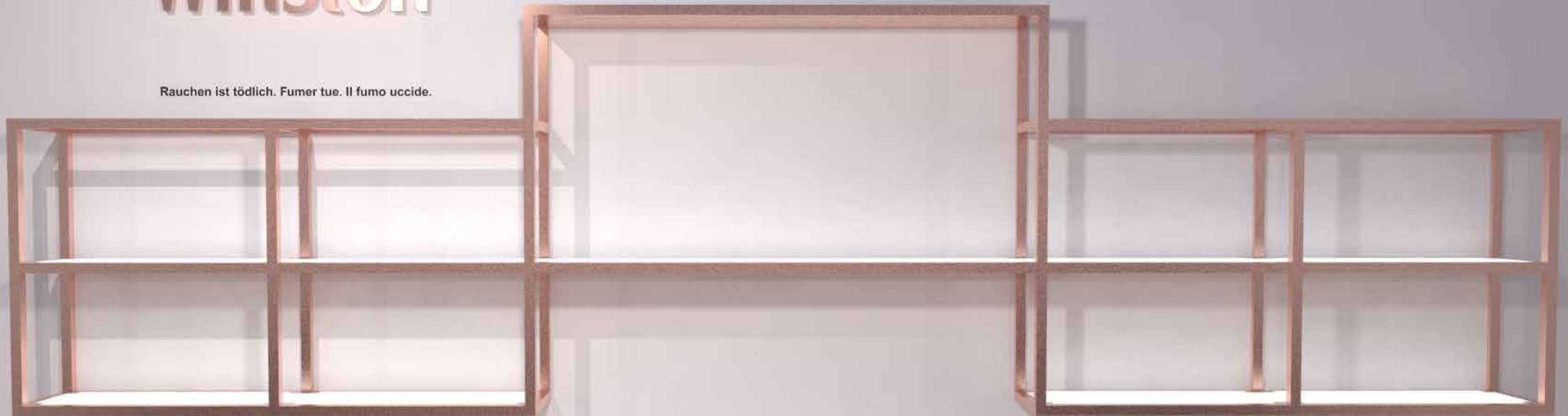


3RD FLOOR - VIP ZONE

LOGO + MENU PLACEMENT

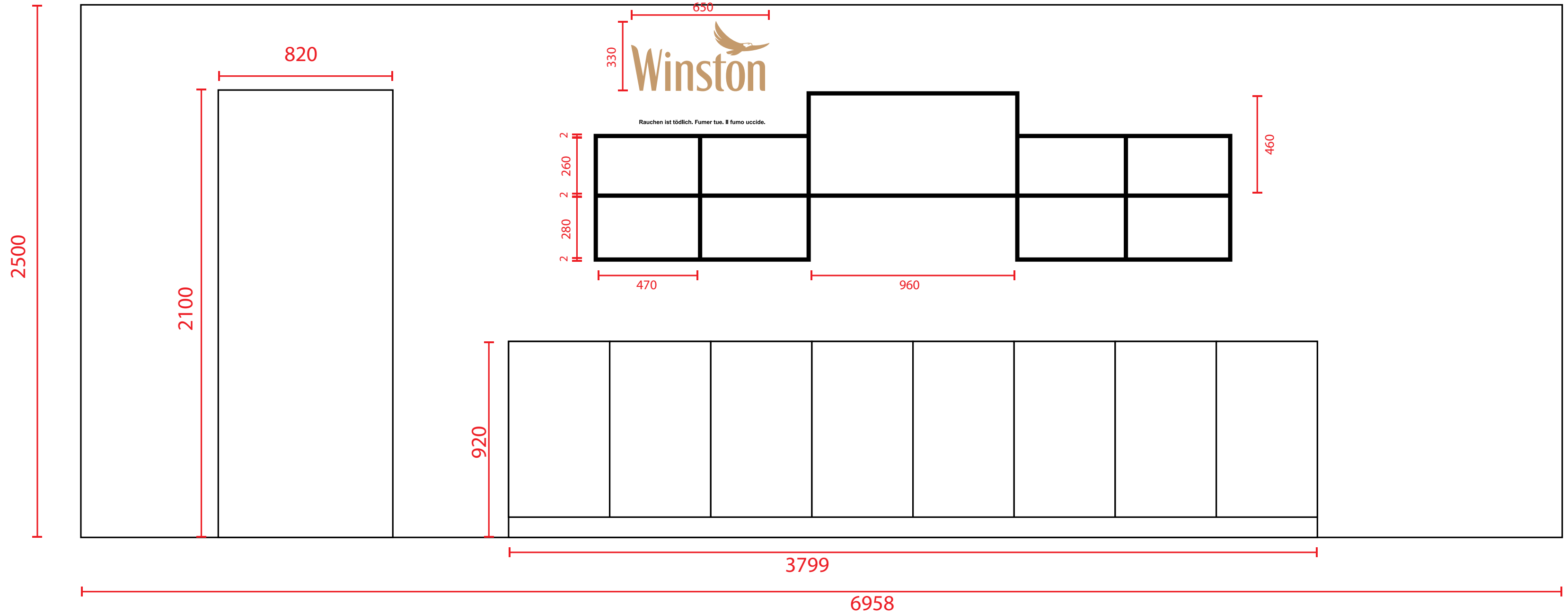
Winston

Rauchen ist tödlich. Fumer tue. Il fumo uccide.



3RD FLOOR - VIP ZONE

SCHELVE + LOGO + WALL TECHNICALS



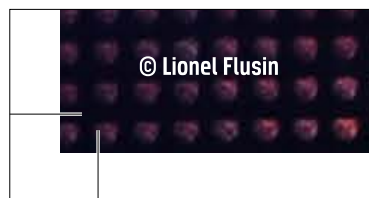
3RD FLOOR - VIP ZONE

WALL BRANDING - IN FRONT OF BAR ZONE

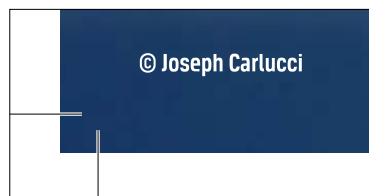


3RD FLOOR - VIP ZONE

WALL BRANDING - PICTURES - CENTRAL

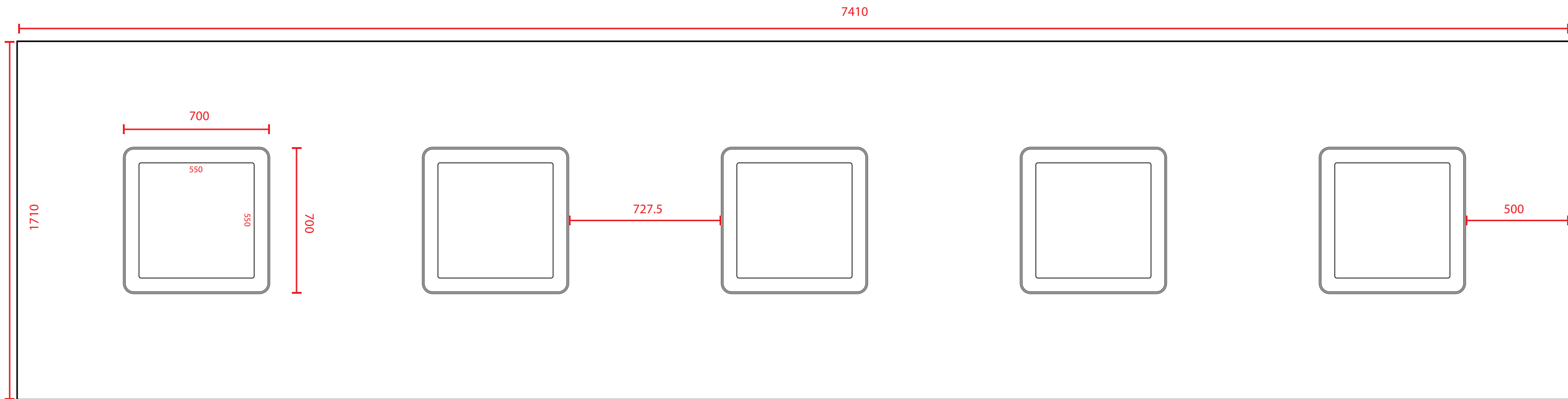


> Photographer signature at the down left corner in 10pt Winston bold font



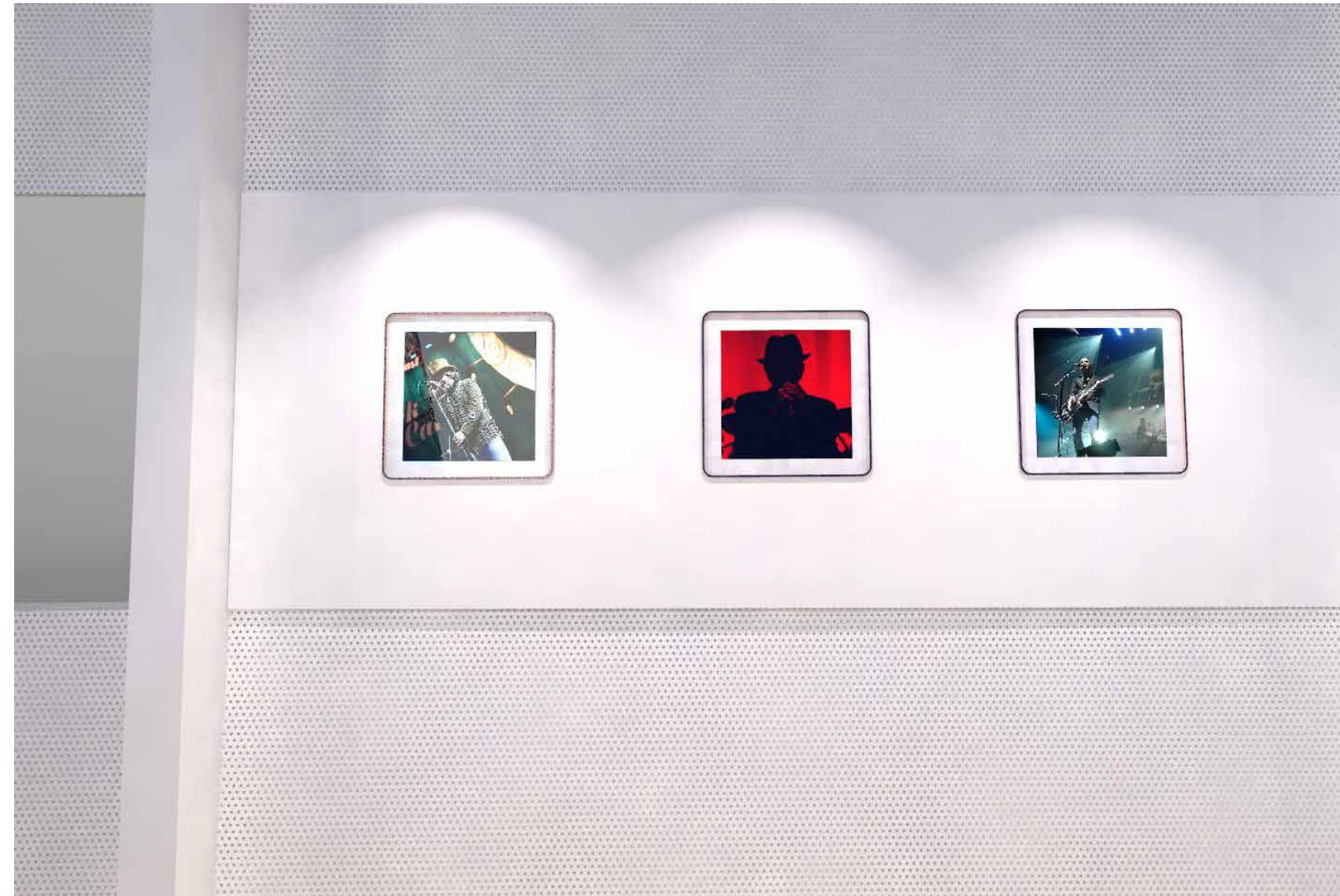
3RD FLOOR - VIP ZONE

IN FRONT OF BAR ZONE - TECHNICAL



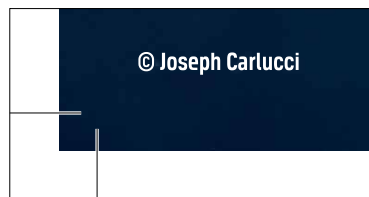
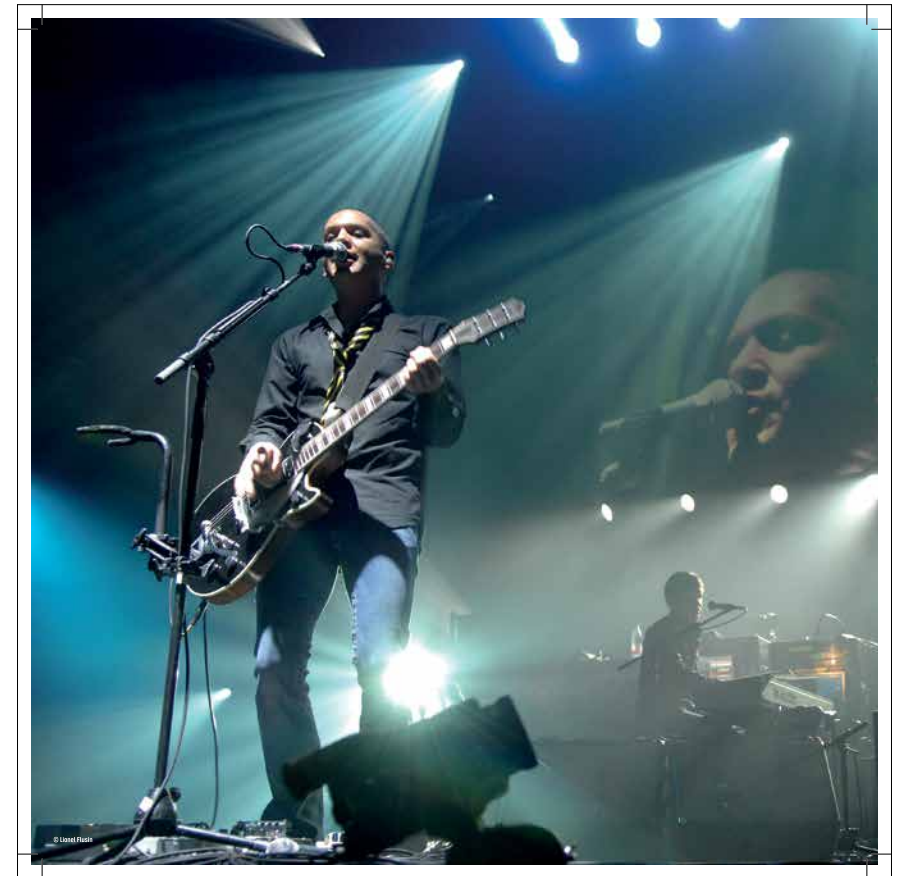
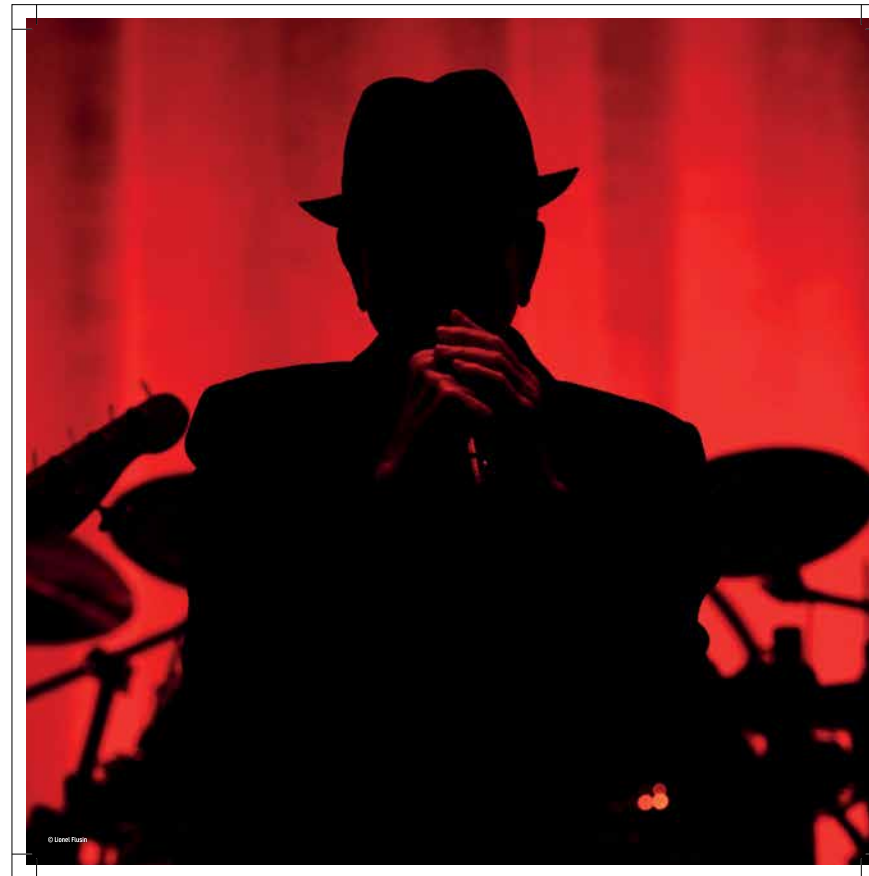
3RD FLOOR - VIP ZONE

WALL BRANDING - LEFT OF THE CENTRAL ZONE



3RD FLOOR - VIP ZONE

WALL BRANDING - PICTURES - LEFT 1

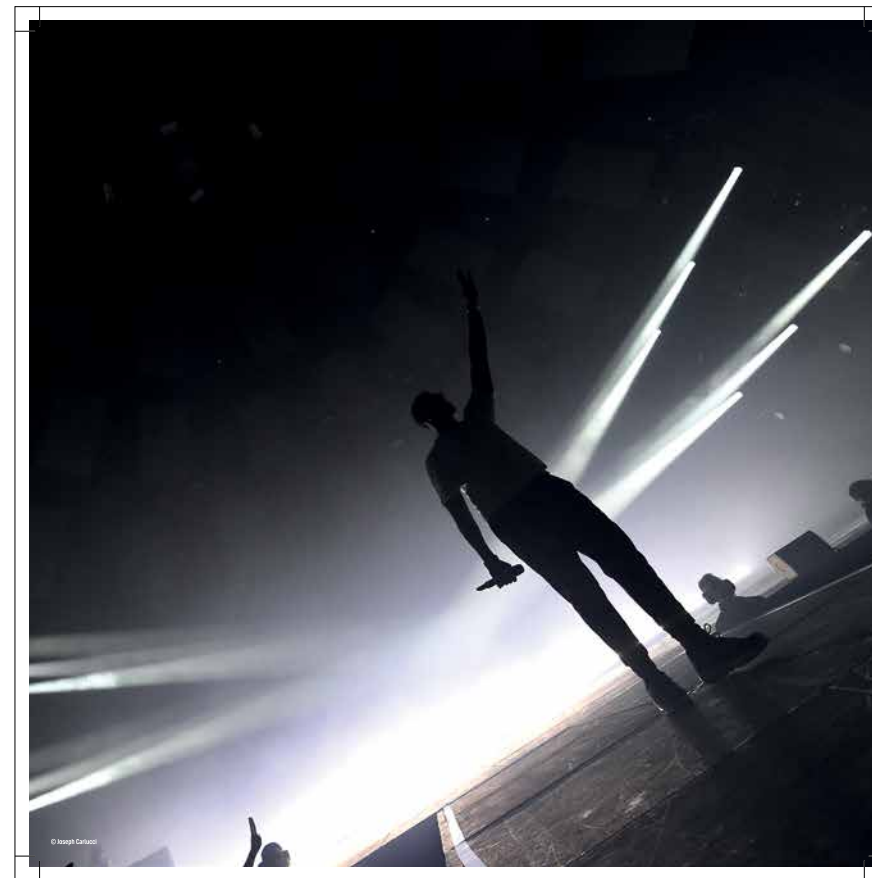


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3RD FLOOR - VIP ZONE

WALL BRANDING - PICTURES - LEFT 2



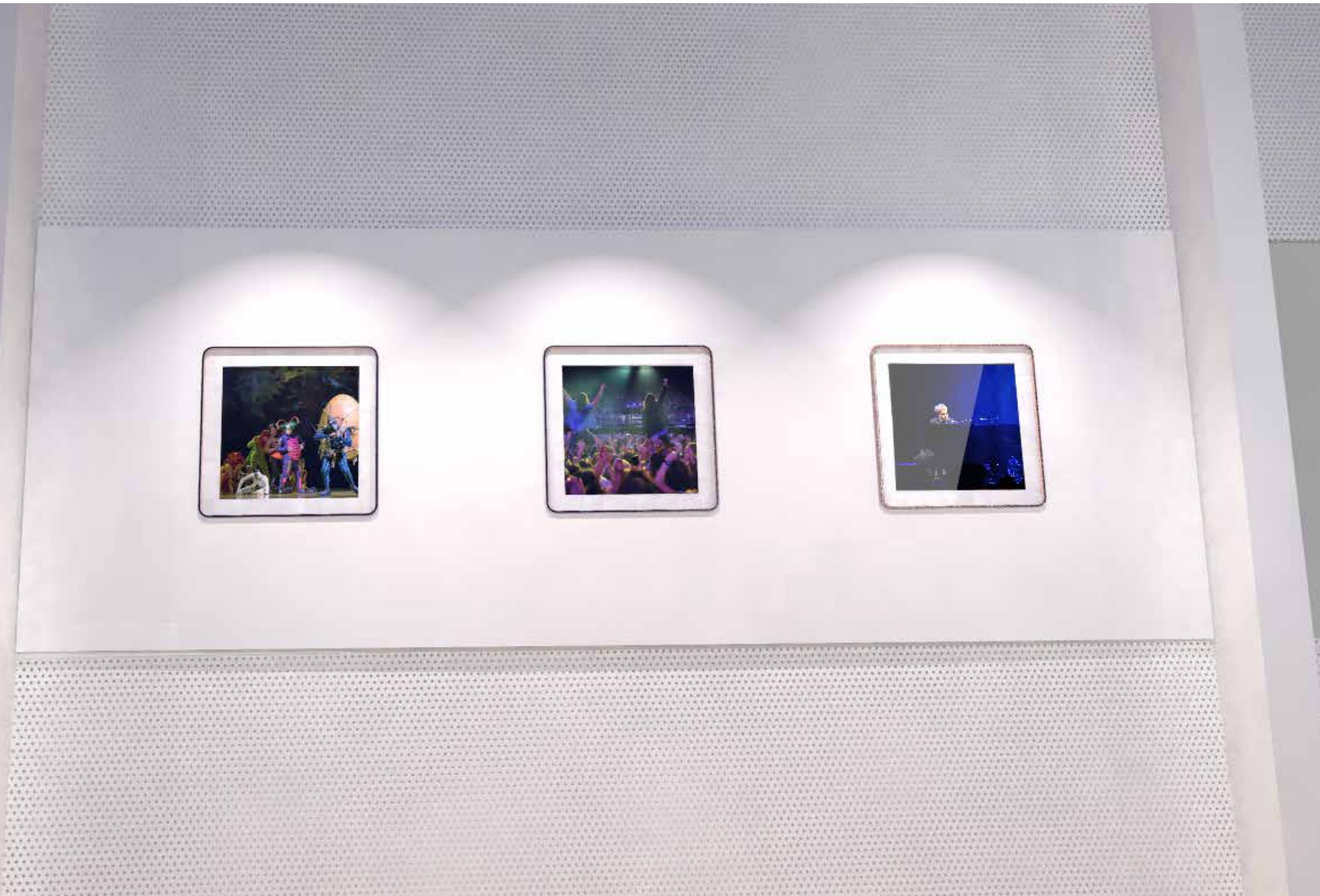
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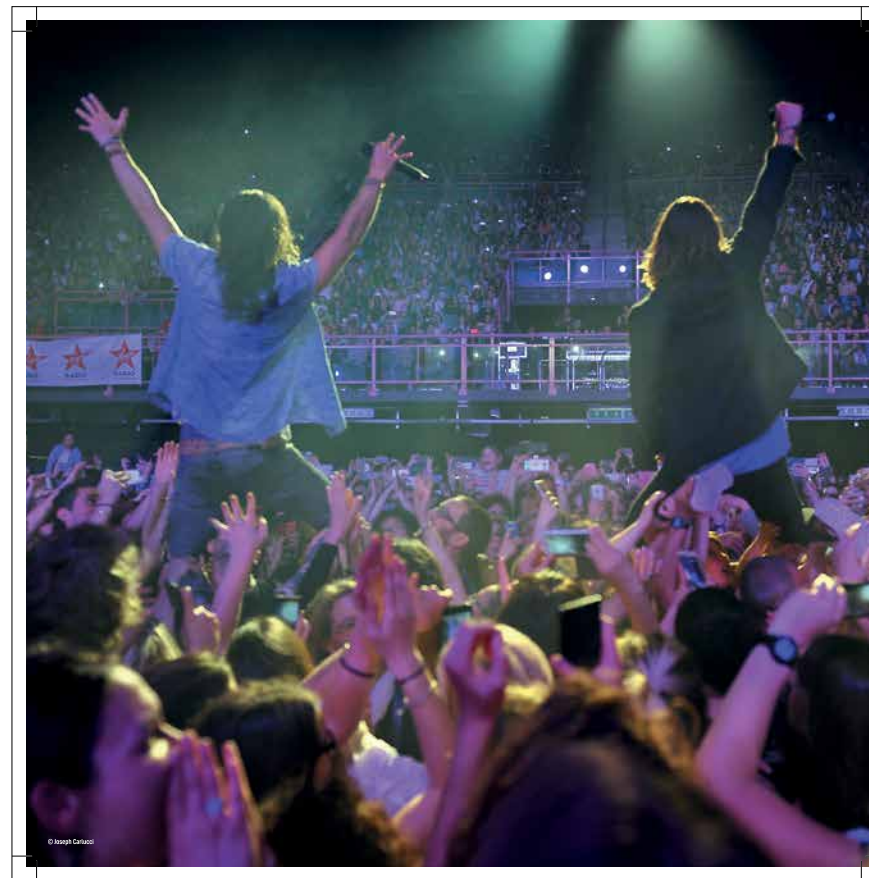
3RD FLOOR - VIP ZONE

WALL BRANDING - RIGHT OF THE CENTRAL ZONE



3RD FLOOR - VIP ZONE

WALL BRANDING - PICTURES - RIGHT 1

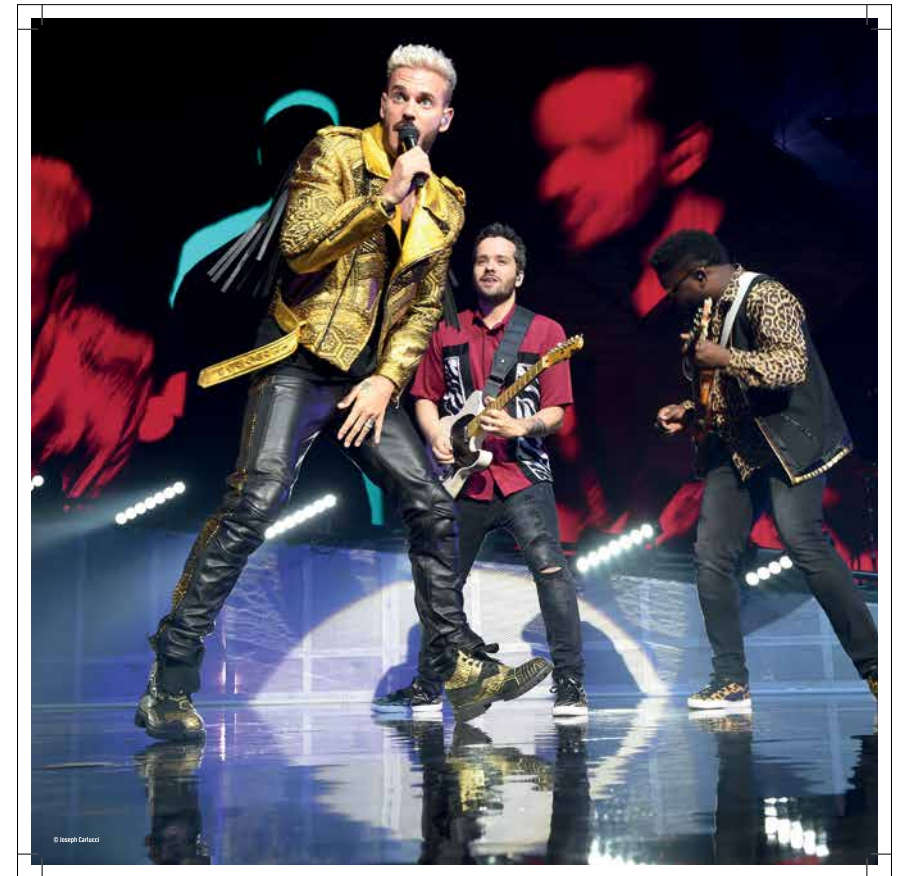


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3RD FLOOR - VIP ZONE

WALL BRANDING - PICTURES - RIGHT 2

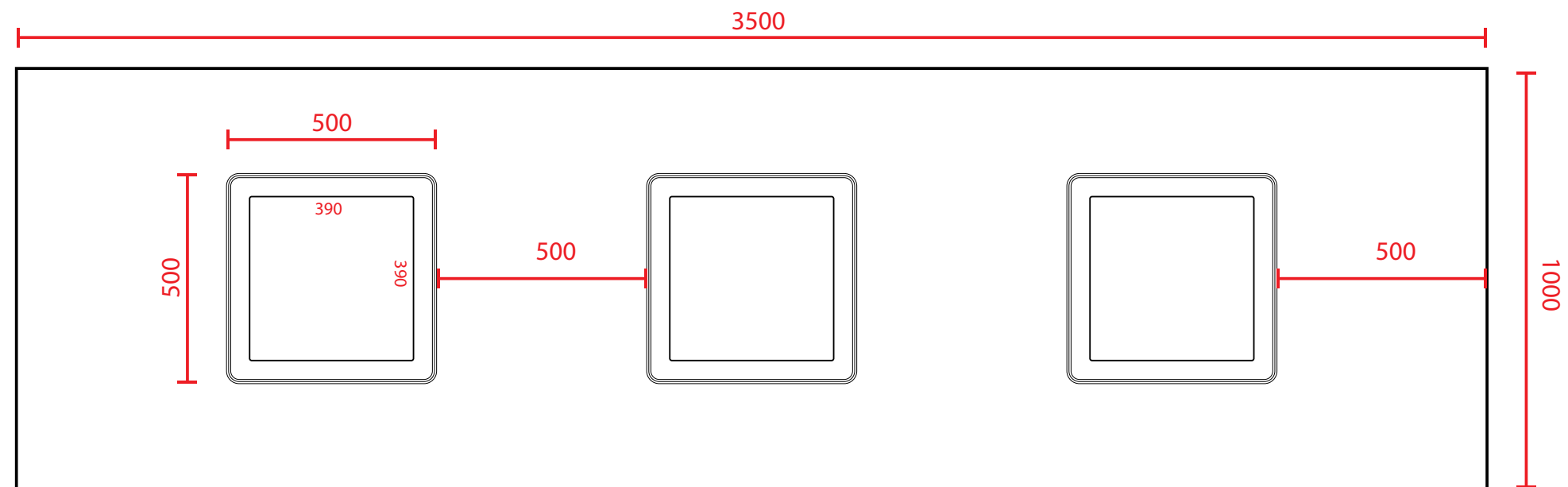


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3RD FLOOR - VIP ZONE

RIGHT & LEFT - TECHNICAL



THANK YOU

And don't hesitate to contact us

T: +41(0)22 328 32 30

M: info@[c-lynk.com](mailto:info@c-lynk.com)

W: www.c-lynk.com
