



Case Study:

**SHORBLU EVENTS**

# THE BRAND

## Shorblu Events



ShorBlu Events is a well-known team of event specialists, who became popular on the New York entertainment circuit for signature ventures that cater to tastemakers. The team has been established as trendsetters in event planning for the Caribbean demographic, and take pride in exposing patrons to different brands and experiences wherever it goes. The team is committed to creating lifestyle experiences for the party patron of Caribbean descent and for the event attendees genuinely interested in experiencing a rich, diverse and lively culture outside of his/her own through three pillars: music, food and spirits. True to form, their patron following speaks for itself both off and online.

## The Need

After years of success with their Blu Vino event product in the United States, Shorblu was ready to officially introduce Blu Vino Trinidad their wine-tasting and wine-pairing soirée to the Trinidad and Tobago market. It was important for Blu Vino to highlight unique wines from various parts of the world – making it a very new cultural experience for patrons in a market whose comfort zone resides with harder liquor.

Chambers Media Solutions became the official Public Relations partner for this wine & food-pairing experiences that sought to break new ground on the Trinbagonian social scene by demystifying the ideology of wine-pairing being restricted only to experienced tasters.

## The Plan

The Chambers Media Solutions team undertook Project Management and Public Relations responsibilities for this intimate event. Over a three (3)-month period, the team handled all press appearances (radio and television), print interviews, media accreditations and curated a unique digital media campaign to educate social media users and attendees on various wines and preferences. Our Specialized Protocol Team handled special invitations to government officials and Members of the Local Diplomatic Corps.

Additionally, our team was also responsible for booking performance talent for the evening, creation of a sales committee and ensuring key branding features at the venue, among other crucial tasks.

## The Result

Blu Vino Trinidad resulted in a high-attendance turnout - over 600 persons - in its inaugural year, including the High Commissioner of Canada and the family of the Prime Minister of the Republic of Trinidad and Tobago. The sensational wine experience was also featured in rave reviews from LoopTT, Trinichow food blogging website, Trinidad Carnival Diary and Trinidad Guardian. Corporate sponsors were also thrilled with the co-branding opportunities at the event, and have committed to future engagements with Shorblu Events and Chambers Media Solutions.



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