

Connection

Garnier Fructis Takes Center-Stage!

AMP Agency, a leading national event and marketing agency, worked with Craftsmen to fabricate a concept for their client, Garnier Fructis. The promotion traveled to various college and university campuses and set up a “Sing in the Shower” karaoke competition. Students at each event had the chance to win \$500, \$5,000, a Garnier Fructis gift set or a trip for two to the American Idol finale in Los Angeles.

Craftsmen fabricated various elements of the event, including graphics, banners and a custom portable shower. The portable shower was 5' x 5' x 7' with full coverage graphics applied to the shower walls and a double-sided printed shower curtain. Craftsmen also installed 18 puck lights along the shower walls and a fog machine. The shower was positioned on center stage, directly behind the monitor that projected the song lyrics.

Craftsmen printed and applied graphics to other event elements, including table covers, four tent tops (ranging from 10' x 10' to 10' x 20') and a 24' box truck, which traveled from campus to campus. Our fabrication team built a folding kiosk that served as a hairstyling station, which was 6' x 2' x 42" with a laminated top and printed graphics. Our team also routed custom two-dimensional Garnier Fructis bottles from aluminum and mounted the bottles to frames.

The intriguing nature of a karaoke competition exerted an upbeat energy into the crowd and drew people in, where student's would receive samples of Garnier Fructis products, complimentary hair consultations and an invitation to perform and Rock Their Style in the Garnier Fructis shower!

