



MINISTRY
VENUES



BRITVIC PRODUCT LAUNCH

DATE	—	MARCH 2022
COMPANY	—	BRTIVIC
LOCATION	—	THE WHITE SPACE
CATEGORY	—	PRODUCT LAUNCH

PITCH TO TESCO

When Britvic sought a dynamic and versatile venue to host a critical presentation for their largest stockist, Tesco, The Ministry emerged as the perfect choice. The White Space, known for its adaptability, provided an ideal blank canvas to be transformed into a vibrant brand space, tailored to the needs of Britvic and their prestigious guests.

Recognising the importance of creating an impactful and memorable product launch, Britvic collaborated closely with The Ministry’s experienced in-house events team. Within days, a site visit was arranged, showcasing The White Space’s potential. Impressed by the venue and the team’s expertise in hosting product launches,

Britvic quickly signed the contract to secure the space.

The primary objective was to design a layout that featured seven activation spaces, a socially distanced presentation area, and a dedicated catering space. The team worked hand-in-hand with Britvic to develop and refine multiple iterations of the floor plan, ensuring every detail aligned with the client’s vision.

The final layout successfully met Britvic’s needs. The 2100 sq. ft space was creatively utilized to include seven distinct activation zones. Each activation space was designed to highlight different aspects of Britvic’s product line, offering





an interactive and engaging experience for the attendees. The socially distanced presentation area was strategically arranged to maintain a safe environment without compromising the event.

“I just wanted to say thank you again for all your help yesterday in ensuring everything went smoothly. It’s always a pleasure having an event with you!”





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