



EVENTS + ACTIVATIONS

LIQUIDITY



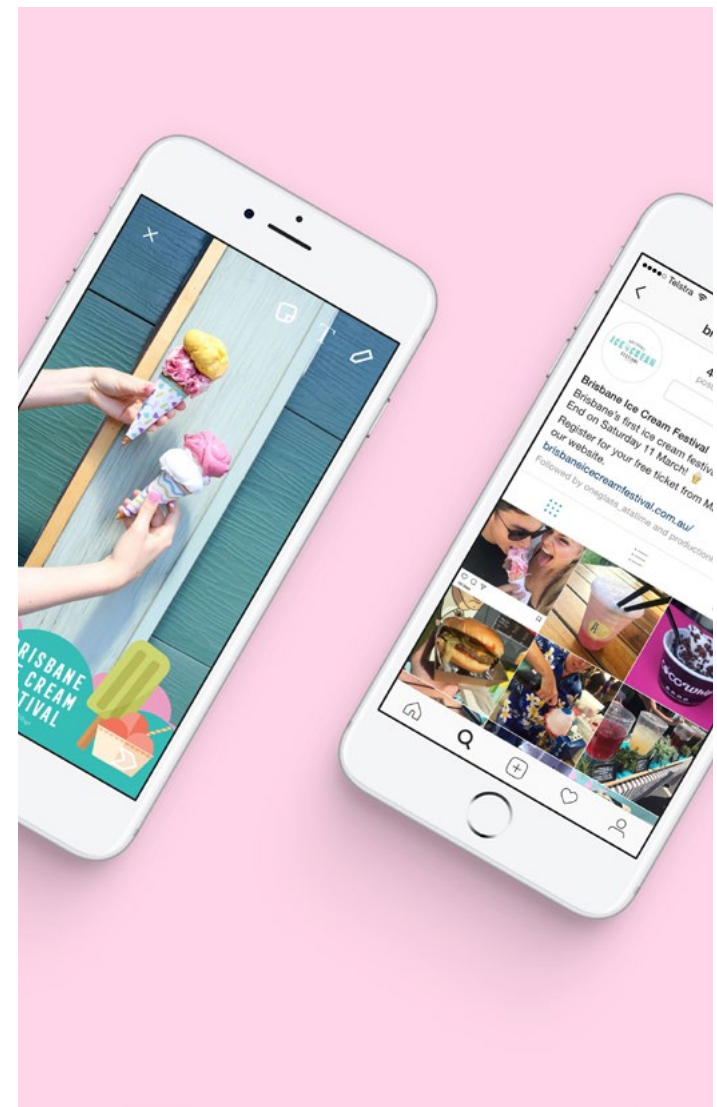
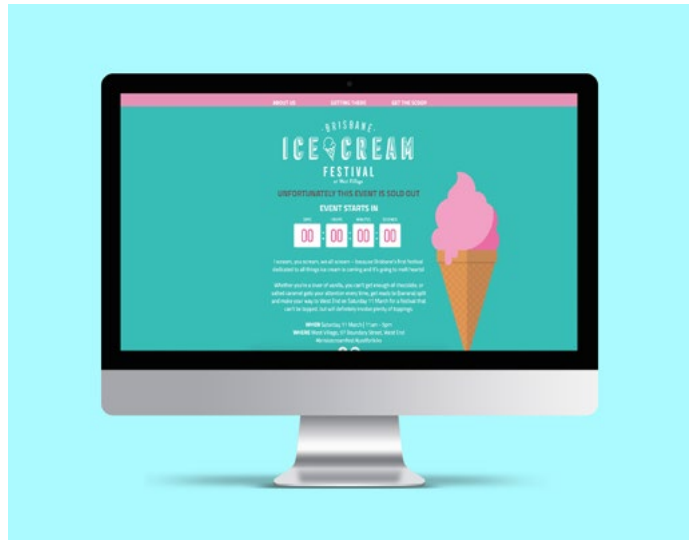
VEUVE CLIQUOT CHALET AT CUSTOMS HOUSE

BRANDING & DESIGN | EVENT CONCEPT & MANAGEMENT | PUBLIC RELATIONS | PHOTOGRAPHY | POP UP PROMOTION | INFLUENCER ENGAGEMENT

An Aspen-style winter paradise complete with individual pop-up igloo chalets, Customs House's winter collaboration with Veuve Clicquot saw Liquidity design logos and invitations, complete a successful public relations campaign, liaise with influencers and media, and deliver a knockout launch event.



BRISBANE.
ICE CREAM
FESTIVAL
at West Village

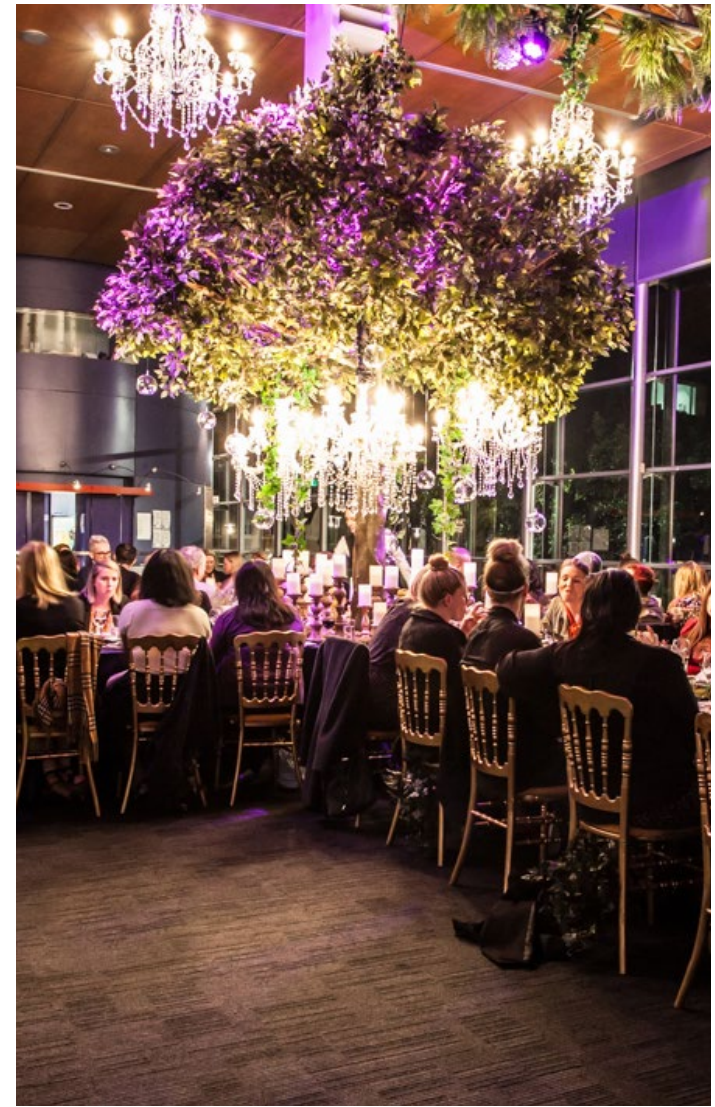


BRISBANE ICE CREAM FESTIVAL

BRANDING & DESIGN | EVENT CONCEPT & MANAGEMENT | SOCIAL MEDIA STRATEGY | PUBLIC RELATIONS | PHOTOGRAPHY

A standout event for Brisbane in 2017, West Village approached us to activate a space undergoing development, and so the Brisbane Ice Cream Festival was created. Liquidity provided full event management services for this project from conception to execution, stallholder management, ticketing, branding and design, social media strategy, and one of our most successful PR campaigns to date, registering the interest of over 30,000 people.

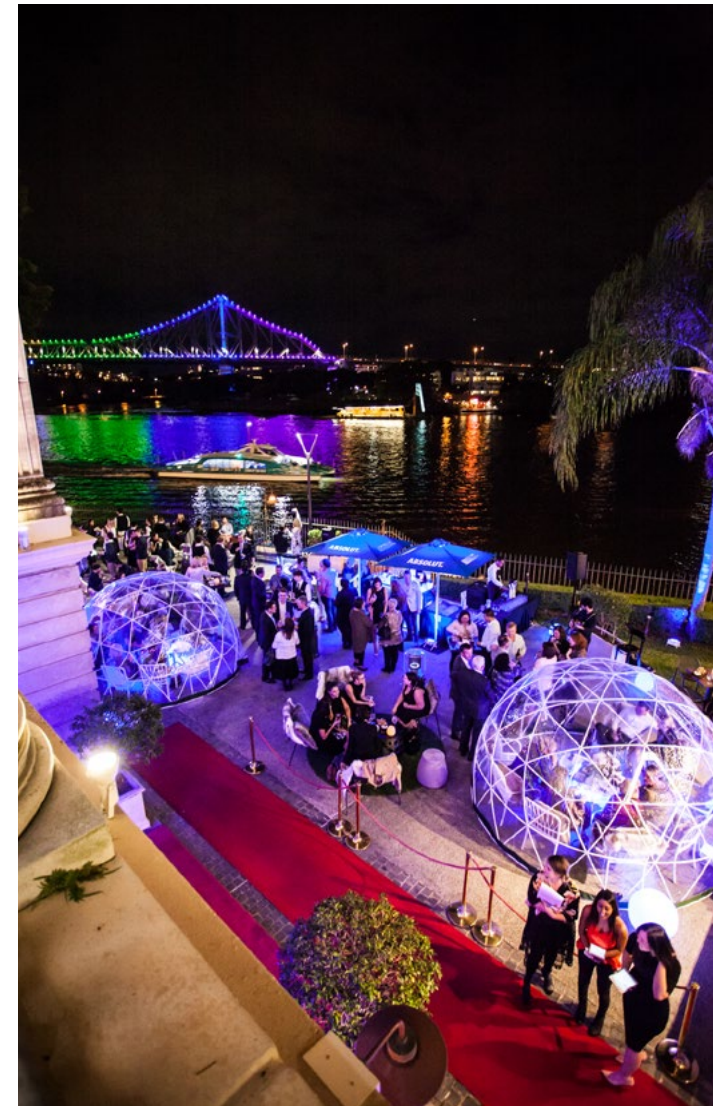
View 3 years of Brisbane Ice Cream Festival in our expanded portfolio



THE ENCHANTED GARDEN BY CUISINE ON CUE

EVENT CONCEPT & MANAGEMENT | ACTIVATIONS | PUBLIC RELATIONS | INFLUENCER ENGAGEMENT | VIDEOGRAPHY

Liquidity was engaged for public relations, influencer engagement and event management for an event at which an intimate group of 48 VIP guests were treated to an enchanting showcase of QUT's Garden Theatre catered by Cuisine on Cue, showcasing the catering possibilities and venue collaborations available.



ABSOLUT WINTER BY CUSTOMS HOUSE

BRANDING & DESIGN | EVENT CONCEPT & MANAGEMENT | PUBLIC RELATIONS | PHOTOGRAPHY | POP UP PROMOTION | INFLUENCER ENGAGEMENT

We worked with Customs House to create a unique pop-up promotional bar by the river. From branding and logo design to public relations and a launch event, Liquidity was involved in this project from conception to execution. This one-of-a-kind concept made pitching a breeze, and what started with a unique idea quickly became a social media sensation. To launch the pop-up, 120 of Brisbane's key media and influencers were invited to a preview event, managed by the team at Liquidity.

RESTAURANT AND BAR DESIGN AWARDS
In-house Design (shortlisted)





CHAMPAGNE LANEWAY BY MONTRACHET

EVENT & CONCEPT MANAGEMENT | ACTIVATIONS | BRANDING & GRAPHIC DESIGN | PUBLIC RELATIONS

Liquidity teamed up with Lendlease, Brandition, and renowned French restaurant, Montrachet, to bring a slice of provincial France to Machinery Street, Bowen Hills. We provided the opportunity for three major French champagne houses to sell their products to a guestlist of 200 exclusive champagne lovers. The Liquidity team designed and branded the logo and ticketing page for ticket purchases, and provided copywriting, PR, and event management services prior to the event, and on the day.



THE KITCHENS

ROBINA TOWN CENTRE

COOKING DEMONSTRATIONS BY THE KITCHENS ROBINA

EVENT CONCEPT & MANAGEMENT | ACTIVATIONS | CELEBRITY CHEF ENGAGEMENT

Liquidity organised, booked and managed celebrity chef appearances at The Kitchens Robina Town Centre. With immersive experiences at their core, we helped The Kitchens in activating their new cooking stage with celebrity chefs like George Calombaris, Ben Williamson, Alastair Mcleod, Matt Golinski, and Matt Sinclair.

THE AUSTRALIAN MARKETING INSTITUTE AWARDS
Campaign of the Year + Integrated Marketing Communications
THE QUEENSLAND RETAIL PROPERTY OF THE YEAR AWARDS
Excellence in Marketing
CINEMATOGRAPHERS SOCIETY OF QUEENSLAND
Gold in Cinematography
THE BADC AWARDS
Bronze in Cinematography





INDOORROOPILLY
SHOPPING CENTRE

EASTER MAZE BY INDOORROOPILLY SHOPPING CENTRE

EVENT CONCEPT & MANAGEMENT | POP UP PROMOTION | ACTIVATIONS

Liquidity was engaged by Indoorroopilly Shopping Centre to activate their large spaces in anticipation of increased foot traffic during the Easter period. We devised a magical, woodland-styled maze, made up of 75 metres of faux hedging and 865 balloons, which was explored by over 9000 children over the Easter long weekend.