

A car launch to blow minds

Issued by [OLC Through The Line Communications](#)

23 Oct 2009

The launch of the new Renault Mégane and Renault Scénic ranges on Tuesday, 22 September 2009, at Sandton's super-chic summer place, saw Offlimit Communications proving that car launches have really moved on to become spectacular events with no-holds-barred as far as conceptualisation and follow-through is concerned.

Briefed to conceptualise an event that would change perceptions regarding car launches, events and Renault itself, Offlimit Communications developed a virtual wonderland of taste, sound and lighting as well as a few unexpected surprises.



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Every step of the guests' journey was planned to challenge perceptions. From the warning signs in the parking lot, to distorted mirrors and questioning decals on the toilet seats, the entire concept was based on the idea that South African minds truly are changing.

The scene was set with state of the art lighting and video displays (with the new technology of "mash up" done by most acclaimed SA dj G-force), awe-inspiring decor and a few unexpected surprises.

Parkour tricksters unveiled the cars as can only be imagined: "men running and jumping off of the main building and catapulting themselves over the cars can only be explained as surreal, what an experience" Louise Fawell, from Franz Marx films who attended the event.

With a guest list boasting SA's top celebrities, designers, media personalities, and key players at Renault South Africa, the exclusivity of the occasion ensured that Renault took car

launches to the next level.

Offlimit communication, below the line activation agency, offers a full 360 degree BTL solution, with a team including top strategy, creative and production, as well as a digital arm. For more information about the company, visit www.offlimit.co.za.



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