

**Hermès Air**  
**“Oui, Paris!” [we pah-ree]**  
**Launch Brief**

### **The Concept**

For two hours around lunchtime on an otherwise ordinary Wednesday in May, New York’s Bryant Park will bloom with the wonder of springtime in celebration of Hermès Air’s new slate of non-stop flights between New York and Paris. With events intended to stimulate the senses, travelers will experience the tastes ... the romance ... the excitement ... the beauty of this great European city.

### **Success Matrix**

- A high energy environment that sparks the interest of the public, the press, and the Hermès Air executive teams
- High media coverage
- A large number of attendees
- High volume audience interaction with the event’s activities
- Executive team participation
- High volume registration for four (4) pairs of complimentary Hermès Air round-trip tickets to Paris

### **Activities**

All along the blocks and roadways surrounding Bryant Park, New Yorkers are surprised and delighted by the sight of the newest addition to the city’s skyline—a 70-foot-tall, gold, inflatable *Tour Eiffel* topped with a Hermès Air flag. Attendees and passersby on 6th Avenue gain access to the event via an enormous, brightly-colored *Arc de Triomphe* inflatable and pass under an oversized *OUI, PARIS!* flag suspended from the arch’s central vault that wafts in the spring breeze.

Once through the arch, other inflatable versions of familiar Parisian landmarks—the *Cathédrale Notre-Dame*, the front facade of the *Musée du Louvre* with its iconic glass pyramid, the *Roue de Paris* ferris wheel, and others—line our *Champs-Élysées* leading to the park’s focal point, the gold *Tour Eiffel* inflatable off in the distance where a chanteuse, accompanied by a small jazz ensemble, croons love ballads in the style of Édith Piaf on a small thrust stage. The ambiance and music instantly transport attendees to the center of Paris.

Almost on cue, attendees whip out their cell phones, snap photos of the transformed park, and begin posting updates of the event to Instagram and other social media platforms faster than anyone can say “ooh-la-la!” News of the *OUI, PARIS!* event goes viral.

Just behind the arch, there's a lush open-air French flower market, reminiscent of Claude Monet's paintings, brimming with bouquets of flowers in every imaginable color. Flower vendors gift *madames* and *mademoiselles* with single long-stem blooms.

As attendees traverse the boulevard, they encounter various brightly colored atmosphere performers—a stylish French woman with two standard poodles, a roaming accordionist, a mime in the style of Marcel Marceau, a gaggle of excited “tourists” armed with cameras and maps inquiring about the location of various attractions, and others—who enthrall attendees with their vignettes and adventures.

In front of *Bistro Hermès*, event attendees converse while seated at bistro tables and wicker chairs. Waiters in unmistakable long-sleeve white shirts, black vests and slacks, and shin-length white aprons serve their patrons samples of authentic French wine, cheese, and mini baguettes, all as the world parades by. At scheduled times, a celebrity French chef, perhaps Francois Payard, leads a discussion—and wine tasting—on taking the guesswork out of pairing the right wine with any meal.

At the *Cathédrale Notre-Dame* courtyard, amidst a brightly-colored playground, parents and youngsters alike pose for photos with the world-renowned French comic book character Asterix the Gaul and his sidekick Obelix fresh from another adventure. A shopkeeper dispenses fancifully shaped chocolates from a nearby booth.

Leading to the *Musée du Louvre*, attendees meander through a statue garden before perusing oversized reproductions of famous French paintings including Claude Monet's *Water Lilies*, Delacroix's *Liberty Leading the People*, Jacques-Louis David's *The Death of Marat*, and works other well-known Impressionist artists.

Our Édith Piaf singer relinquishes the stage and the music takes on a more contemporary house music feel. An emcee welcomes everyone to a whimsical fashion show for the well-dressed traveller. During the fashion show, the emcee shares “dress for success” tips for navigating Paris in comfort.

At the appointed time and amidst much fanfare, Hermès Air executives and a representative flight crew take to the *Tour Eiffel* stage to extend a hearty *bonjour* to everyone and formally announce the airline's non-stop flights to Paris. Before awarding the airline tickets, the executives invite everyone to speak with a reservation host or hostess (dressed as a flight attendant) at the smaller inflatable *Tour Eiffels* around the park for information and assistance in booking their own OUI, PARIS! vacation package.

As attendees leave the event, they are given mini Hermès Air branded gift bags in the shape of vintage suitcases filled with authentic Laduree macarons and all the information they need to make their dream of a *OUI, PARIS!* vacation a reality.

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