

THE ASK

In the dynamic landscape of the print, mail, and marketing industry, staying ahead in the game requires strategic planning, teamwork, and effective leadership. As our client continues its national expansion plan, we recognized the need for a transformative experience to unify the company, strengthen the bonds within the leadership team, and ignite a winning spirit. Our answer? A football-themed strategic retreat and activation designed to bring the excitement of the game into the corporate arena.

THE TASK

Work hard. Play hard. That was the underlying imperative from the get-go. We kicked off the three-day strategic retreat with an invitation that set the tone for the immersive experience that awaited the leadership team. Once on-site, leaders were welcomed to 'Will Call' to grab their gear and get in the game. The room was transformed into a football arena with turf rugs, life-sized player posters, and the energetic tunes of the Sunday Night Football theme song. As the team prepared to touchdown on greatness, each leader received a personalized football jersey, emphasizing their team's #1 position in the industry. While there, they also fueled up with sports drinks and energy-packed snacks, preparing for the opening night dinner that unfolded into a Tailgate Touchdown Crawl, a pub crawl style adventure on an iconic city trolley. The pre-game tradition of tailgating came to life, fostering camaraderie and a shared passion for success.

Game Day began with an opening video from a celebrity coach who reinforced the need for tackling growth one play at a time and for creating a playbook filled with winning strategies. The retreat agenda was structured with a football mindset, keeping score with countdown activities at 60, 45, 30, and 15-minute increments. Each play, captured live and memorialized in a graphic recording, symbolized a strategic move in the game of leadership. The retreat culminated in a Bespoke Whiskey Education + Interactive Dinner, combining mixology, gastronomy, and education. The private lounge hosted a chef-curated, 4-course meal paired with spirits and wine and an educational whiskey flight featuring top-tier whiskeys.

THE WIN

The football-themed strategic retreat and activation not only provided a unique and engaging experience for the leadership team but also reinforced the company's commitment to teamwork, strategy, and staying ahead in the industry. The fusion of sports, strategy, and celebration curated lasting memories and a strengthened team ready to tackle any challenge on the field of business. The event served as a playbook for success, demonstrating that with the right strategy and teamwork, every play can lead to a victory.

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