



Unique Award Event for a Private Banking Company

CREDIT  
SUISSE

# Helping a Leading Private Bank to Celebrate Creativity

As one of the most innovative financial institutions, Credit Suisse decided to create a unique event to recognize Asia's most creative business ideas and to celebrate the region's latest technological advances. They engaged Base Creative to create and manage "Conversations with the Innovators of the World".

## Business Strategy

## Brand Strategy

## Design and Touchpoints

- Event Identity
- Event Management
- Invitation Card Design
- Venue Decoration
- Press Release

## Digital & Social Media



# Credit Suisse Event Management

## Unique Award Event Celebrating Asia's Innovators



Inspired by the light bulb as a symbol of eureka and an imprint of Edison's innovation, we helped Credit Suisse to design a remarkable venue decorated with light bulbs in various forms, as well as designing the event identity.

Scope of Work

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