

Blue Moon enlists Loudfire to provide oasis for Audi Q7 launch

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Billed as the "car created for quattro®" Audi's stunning new Q7 was destined for a rough and rugged launch in the great outdoors. Certainly that was the highly effective interpretation that Audi brought to bear upon the task of launching the Audi Q7 to their South African consumers.



Blue Moon and the Audi Marketing team staged a spectacular launch over three days, beginning with an overnight trip on Rovos Rail and reaching a final destination at the magnificent Kwalata Wilderness in Limpopo Province's Waterberg region. In this process, the agency enlisted the services of events, parties and experiences company Loudfire to create an oasis amid, and in dramatic contrast to, the offroad tracks used to demonstrate the vehicles.

As its name implied, the oasis created by Loudfire was a welcome retreat where guests took shelter beneath the shade of a stylish red freestyle Bedouin tent, relaxing at the cocktail tables and enjoying the liquid refreshments served by roving barmen and platters full of fresh fruit skewers. The oasis was of course carefully positioned to make the absolute most of the natural beauty of the surroundings, not least of which was the Audi Q7 itself!

Comments Alexa Thomaides, Loudfire's project manager on this event: "Hats off to Blue Moon for a really superb launch. The slick professionalism with which they approached and executed the project was inspiring and we were really pleased to be appointed by them and delighted to play a part in this headline event."

About Loudfire:

Born in Cape Town in 1994, Loudfire has served the South African events, parties and experiences industry for more than 12 years. In 2002 it established an office in Johannesburg, which subsequently became its headquarters and home to a sizeable warehouse and fleet. Loudfire still maintains a strong presence in the Mother City and now also has a satellite office in Durban.

In delivering on its promise of "Designer entertaining for your brand", Loudfire creates events that embrace the total guest experience and also sells component experiences to its competitors, such as its bar, décor and tent experiences. Its sister company Tentra manufactures all of the company's freestyle Bedouin tents, which it offers for hire or for sale, and has the largest such tents in Africa.

Loudfire is a fully empowered company with an effective BEE shareholding of 30.14%, of which 18.9% is owned by BEE investment company Direng Entertainment (Pty) Ltd. and the balance by internal partners.

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