

Category: 4B. Special Events and Observances (Seven Days or More) – Budget \$15,001 or More
Title: Back to the Future: Saint-Gobain’s “Future Sensations” Exhibit Celebrates 350-Year History by Looking Ahead



Saint-Gobain, the world’s largest manufacturer of building materials, had a low brand awareness. The company saw an opportunity to change this by leveraging its 350th anniversary to create a year-long branding program revolving primarily around a never-before-seen global exhibition called, “Future Sensations.” This eight-day consumer experience took 114,000+ visitors on a sensory journey of science, storytelling and art. The one-of-a-kind experience made just four stops across the globe, including Philadelphia. The event increased brand awareness (from 18 to 36%). Nearly 200 pieces of earned media were secured over 10-weeks, while engagements on Facebook increased over 300% and Twitter over 400%.