

IDEAS

In-sight
Development
Execution
Art
Satisfaction

*“Ideas take shape as
insight becomes art.”*

CASE STUDY: “Bigger is Better.”

Insight:

“Where men can be seen as gods...” It was the purpose of the Great Pyramid of Cholula, the largest pyramid and largest monument on earth (Guinness Book of World Records), and the purpose behind Ritz Carlton hotels wanting to visually replicate this structure as a multi-step, sales award—to provide a place of honor for their highest sales achievers.

Development:

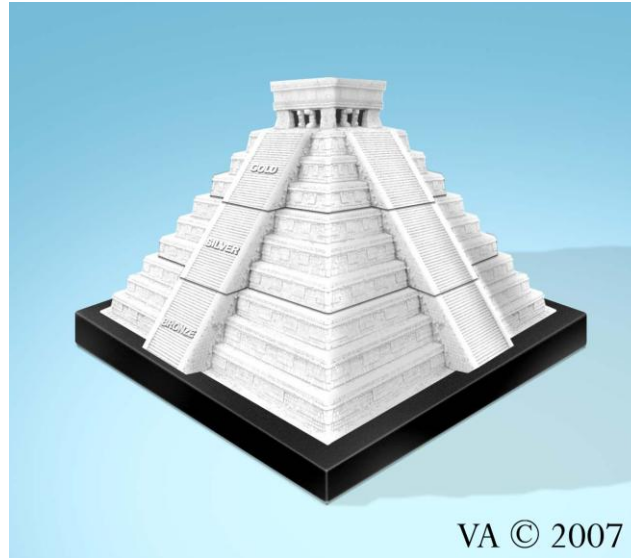
Authenticity and attention to detail were paramount to building this award structure (in far less time than it took to build the actual pyramid). Also imperative was the fact that since the award came in sets, each had to stay together to fit into position exactly, as the sales representatives reached the next level of success.

Execution:

Starting with a CAD and art template, and proceeding through continual progress photography reporting, the structure took shape right before the customers’ eyes. Framing, molding, finishing, packaging and fulfillment were a global logistics effort.

Art:

The final piece truly is a work of art, in a cappuccino and starburst faux stone finish. The sides are adorned with etchings of the steps of achievement as the sales representatives meet each level, and the entire structure is packaged together for presentation purposes.



Satisfaction:

Satisfaction of the customer with the finished product reached many levels itself. Not only did it exceed their expectations in design and production, but in packaging, presentation and follow-through. Most importantly, it achieved their ultimate goal—to retain a most-valued corporate asset, their sales representatives, by creating for them a place of honor in the Ritz Carlton organizational structure.