



IMMERSIVE EXPERIENCE

Coterie Spark produced an immersive experience for Heineken in Houston, TX.

AT A GLANCE



Entertainment



Creative



Numerous
Vendors



"An immersive experience is an incredible way to connect with attendees and keep your brand top-of-mind long after the conference or event has finished. We love opportunities to create wow factors like these!"

CANDACE HOELSCHER

Co-Founder and COO
Coterie Spark

THE PROJECT

The Heineken Champions Express' purpose was to drive brand awareness to the Houston Mexican Hispanic market through their sponsorship of the UEFA Champions League. The concept was to craft a one of a kind "epic viewing experience" by taking Soccer fans on a simulated journey to a game.

Coterie Spark contracted 30 vendors, including Staging Solutions as the creative and audio visual partner, to execute a detail-oriented experience that took 1,200 guests through multiple areas in a limited time span. Guests were guided into the "ticketing area", through the "train station", onto the "train" and out into the "stadium" for viewing.

Upon arrival, guests walked the green carpet to enter the ticketing area where they were handed a ticket. The train station, which acted as a pre-function area, consisted of games, a large central bar, lounge furniture, DJ and tray passed hors d'oeuvres. At their ticketed time, the guests presented their tickets to station attendants to board the train. The train was designed to simulate transport through lighting, rumbles of subwoofers and screeching brake sounds paired with LCD panels serving as "windows" completing the immersive train experience.

When guests arrived at the "stadium", they were welcomed by a live band, food stations, seating to resemble the stadium experience and of course ice cold Heineken.