



<b>Client:</b>	Kodak (Corporate Office)
<b>Project:</b>	2008 Beijing Olympic Activity
<b>Date:</b>	8 <sup>th</sup> to 24 <sup>th</sup> August 2008

## Kodak's Objective

To create a Kodak Hospitality environment for their VIP Guest Programme at the Renaissance Hotel, Beijing, China.

Kodak's US corporate office selected BDP to design & produce all their collateral and 3D elements, in China, based upon Blue Dog's knowledge of working in China and very successful previous deliveries.

## Blue Dog's Approach

Once the client had established and secured the venue, Blue Dog travelled to Beijing and surveyed the area available for Kodak's guests and considered how to create a Kodak environment that would fulfil the activity requirements and fit the budget.

The main area for the hospitality suite was the hotel ballroom which was decorated in a mixture of traditional Chinese and Western styles, forming a very vibrant, colourful backdrop. Kodak's brand identity is one of quality and contemporary clean lines, so the initial thought was to clad the whole room; covering all of the existing decoration.

However, upon consideration of the best use of the budget available, this was not deemed a practical solution. The way forward was to create main 'Kodak areas' within the room, that would service all activities and contrast with the existing décor.

A bespoke set of custom built units were designed, these were finished to a very high quality in Kodak's corporate colours. To compliment these we selected furniture and room dressing as required. Kodak were supplied with a full set of visuals showing details of each unit and an overall 3D perspective.

As soon as Kodak approved the design, Blue Dog set to work evaluating the best method of production - considering logistics, quality and budget. This came down to a choice between producing in the UK and shipping to China versus producing locally in Beijing. Blue Dog carried out several site surveys and exploratory trips to China investigating the skills and materials available and concluded it was possible to manufacture to an appropriate standard and that it would utilise the client's budget to the maximum but required very close management to ensure expectations were met.

To ensure the best quality within the correct budget we visited 5 workshops and subsequently requested estimates and a sample production piece. The results were varying levels of quality and accuracy that led to the best sub-contractor being selected.

With our knowledge of working on previous Olympic Games activity we decided to get the main volume of the 3D elements produced several months prior to the required installation date. The fact that most production facilities get very overworked close to the Olympics was our main reason for this timeline, but it also allowed us to have extremely close management of quality and afforded us the opportunity to re-do any fine details when required.

## Activation

Blue Dog were well aware of the cultural differences of working within China and how these can effect the whole production procedure. Our selected sub contractor had staff who could not only speak English, but were familiar with Western working culture. This was a great advantage when specifying materials and processes required to produce exactly the quality level we demanded.

A series of visits to the workshop were put in place to coincide with critical points in production; from initial materials check right through carcass production to final finishes. To enable these visits, Blue Dog liaised with the Chinese Embassy and our connections in Beijing to get the correct Chinese Business Visas and gleaned all the basics of working within China from dealing with travelling around Beijing to acclimatising to the weather.

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# CASE STUDY



Structural drawings were created detailing all the features of each individual component and these were discussed with the workshop determining that it was possible and we felt it was imperative to learn how the local workforce would create the look and feel required. If their methods were different from those in the West, we checked that they would achieve our desired results and if not demonstrated how they could be achieved.

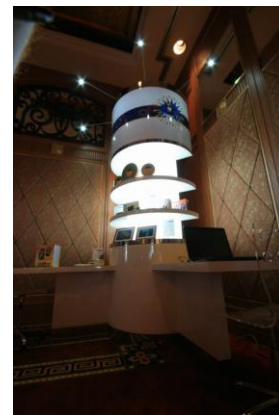
In addition to this, Blue Dog negotiated between the workforce and the venue and put in place all the logistics for transportation of the set and the detailed timelines.

Certain elements, such as, graphics were ordered by Kodak with their local suppliers but Blue Dog managed this process dealing with the different methods of production available in China. We also spent some time sourcing audio visual equipment locally providing a variety of music, video, photographic and live feed options.

Having installed all elements ahead of schedule, we provided a skilled operative to give full client support and ensure all elements functioned correctly once Kodak's guests started to use the facilities.

On the closing of the Olympics we removed all elements, delivering them to Kodak's local organisation for sustainable future use.

The overall project was extremely well received by all; with the guest survey showing that it was the element of their Olympic Hospitality experience that they rated highest. Needless to say the client was also delighted with the results.



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