

COFFEEWRITER COMMUNICATIONS  
IN ASSOCIATION WITH WIZCRAFT INTERNATIONAL ENTERTAINMENT



# **VOLVO TRUCKS FH FM FMX LAUNCH 2014**

A MASSIVE PROJECT WITH A ~70 CREW MEMBERS OF DIFFERENT TEAMS TO LAUNCH THE NEW SERIES OF TRUCKS FOR VOLVO INDIA. ONE OF THE MOST MEMORABLE AND EXCITING PROJECTS THE CW TEAM HAS WORKED ON!

**THIS PROJECT WAS A TRUE MILESTONE.  
IT INVOLVED EVENT DESIGN AND PRODUCTION, CONTENT  
DEVELOPMENT, PHOTOGRAPHY AND VIDEOGRAPHY DESIGN,  
INVITATIONS, RSVP, ITINERARY PLANNING, TRAVEL AND  
HOSPITALITY AND GUEST SERVICES, FOOD & BEVERAGE  
MANAGEMENT, PR AND MEDIA MANAGEMENT, CELEBRITY  
MANAGEMENT, WORKSHOPS AND FOCUSED SESSIONS,  
A LIVE DEMO TRACK, SAFETY & SECURITY MANAGEMENT,  
POST-EVENT ANALYSIS AND COMMUNICATIONS.**



**IT FELT IMPOSSIBLE.  
UNTIL WE DID IT.**

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