



Celebrating a night of whites with Sydney's A-list

Sydney-siders love a party, but it's hard to stay relevant year-on-year.

We helped ensure the fifth annual Diner en Blanc event was the most sought after social event of the year.



What's old is new

Dinner en Blanc is a global sensation with a rich history. We tapped into the worldwide kudos of the event to bring to life new stories that hadn't been told in Australia. Media and influencers were given exclusive previews into the international archives of Dinner en Blanc, raising its interest and desirability for another year.

Sneak peak

Much about the event is kept secret, right up to the day its held. We gave the right media and influencers hints of what was to come, getting them writing and posting about it amongst their influential audience.

Pitch it

We divvied up stories by food, lifestyle, celebrity and news verticals, ensuring valuable stories hit the right audience segment at the right time. We also profiled the Sydney event organisers, creating hype around them as aficionados in unique, curated experiences at a time when mass-everything is taking over.

Work it

We managed VIP talent, media and influencers on the day, ensuring a steady stream of chatter of and offline. And when it was over, we celebrated the event with glossy placement across TV, online and print, heroing the best moments

The results

41 pieces of coverage, up 50% from previous year

11.5M reach

Over **2000** images shared to the event hashtag

Waiting list of **35,000+** people