



SIZZLING BRANDING FOR "BURGER MANIA"

Tasty visuals transform Ontario Place into weekend hamburger festival

Challenge

In the summer of 2018, **Rolucor Events** planned to launch a first ever 4-day hamburger festival at Ontario Place in Toronto. In order to generate sizzle for "**BurgerMania**", they needed a talented creative imaging firm to turn up the heat with a full complement of eye-catching and consistent branding across multiple media— all delivered and set up in one afternoon, and then removed a few days later.

Solution

The creative team at **One Imaging** rose to the challenge. We brought unique and creative solutions to the table to meet all promotional, directional and timing needs. With no previous event of this kind to pull branding from, everything was conceived from scratch. We raised the bar on creative and swiftly rolled out a comprehensive banner, signage and branding campaign to drive awareness of each aspect of the festival. Our work included strong, innovative materials for wayfinding, a selfie station, almost 20 individual food and beverage vendor stations, an activity zone and a concert stage for bands and DJs.

Our One Imaging creative team developed and delivered:

- Roll-up banners, signs and tent banners for wayfinding to the festival
- Extra wide 15-foot flags on site to allow easy identification of food zones from above the crowd.
- A giant custom 3D inflatable **BurgerMania** Logo as a Selfie Station.

In addition, **One Imaging** went over and beyond to consult with appropriate contractors for permissions to design 12-foot signage standards above the grilling vendors that would still allow for private branding. Our dedicated team were onsite for the installation of all signage, including a giant banner mounted 20 feet over the concert stage -- on the hottest day of the year!



Results

- ✓ Ontario Place was transformed into BurgerMania in just a few hours through a vibrant and consistent brand
- ✓ Thousands of burger fans were made aware and attended the festival, making it a huge success.
- ✓ The branding was so well-received that all the vendors requested to keep their own festival branded signage
- ✓ All branding was delivered and set up on time and budget, removed immediately after the event, and returned to the promoter in sturdy compact cases for safe and easy storage until next year.

"The team at One Imaging is as hard working and competent as they come. Not only did Shirley and Ted go above and beyond for our festival, BurgerMania, but they also were an absolute pleasure to work with, catering to our every need! The beautiful aesthetic of the BurgerMania weekend is owed in full to this incredible duo as their wonderful signage played a large role in contributing to the success of the event. Our company will be working with them on all future projects and we can't wait to use their services again!"

Thanks for everything, One Imaging!"

Adam Panov

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