



The third largest home improvement retailer in the world, Kingfisher PLC partnered with Broadstreet to plan and execute a communication strategy for its first-ever US investor meeting, held in New York City.

Broadstreet managed both the logistics and creative aspects of this critical meeting. To illustrate the unique way in which Kingfisher approaches its business, Broadstreet created an environment in the center of Manhattan in a private garden atop Rockefeller Center. While the theme and graphics design, which extended across all elements at the event, reflected the Kingfisher brand, Broadstreet added additional elements to capture the attention of the audience and make it memorable.

Always an innovator and to the delight of executives, investor and media alike, Kingfisher held one of the first investor conferences in the world to make use of the iPad and its technology. iPads were used extensively as presentation devices to showcase presentations, from slide shows to video, and to act as signage throughout the venue.

Investors left with a deep understanding of the Kingfisher portfolio and a positive impression of its leadership.