



The Challenge

Global banking institution BNP Paribas sponsors the annual BNP Paribas Open in Palm Springs to build brand awareness, highlight their support of tennis, and entertain key customers. They decided to update branding in four suites and two outdoor tents. To create temporary tent graphics and permanent suite graphics, they turned to Vomela.



The Result

BNP Paribas proudly showcased their brand as they entertained key clients during the eight-day Grand Prix Super Series tournament, one of the largest events on the men's and women's tour. For this important awareness building event, the client was thrilled with attendee engagement and especially their interest in the new displays.

