

Ragley Corporate

case study

Volkswagon Customer Reward Day

Volkswagen wanted to reward some of its customers by inviting them for a very special day out including a test drive of the latest model of their Touran.

The event was organised by Brandscape, an experiential marketing agency that brings brands to life by creating remarkable customer experiences, and included a lunch cooked by celebrity chef Jean Christophe Novelli, which was served in the Red Saloon at Ragley.

As Luke Battye from Brandscape explains “The event was created as part of a programme of benefits for Volkswagen owners. As a large proportion of the customer base were interested in fine dining we felt that an event with Jean Christophe Novelli would go down well. We chose Ragley because the setting and standard of service was in keeping with how Volkswagen wanted to portray its brand.”

Guests began their day with an informative tour around the Ragley Estate where they found out about the work carried out by Ragley Home Farms, which was the source for many of the ingredients of the lunch prepared by Novelli. They then had the opportunity to test drive the Touran off road and meet with fellow Volkswagen owners.

Guests were then taken to the Hall where they were seated for lunch in the opulent Red Saloon which has excellent views of the Gardens and the countryside beyond. They were served a delicious three course lunch, the highlight of which was lamb sourced from the Estate.

According to Luke “The event was a huge success and received high levels of praise from everyone who attended. Ragley’s staff were always on hand to help and the event would not have been so successful without their support.”

Novelli and his team worked alongside Ragley’s Head Chef Paul Bough in the week leading up to the event to ensure that the menu was perfected and everyone at Ragley was briefed to deliver the perfect service.

Luke concludes “The staff have this incredible knack of knowing when to step forward and offer assistance and when to step back and let the event unfold of its own accord. Food service is always impeccable and the support offered during the planning stages is excellent. I would recommend using Ragley Hall for any personal or commercial event that would benefit from an inspiring setting and first class service.”

brandscape*

