



Phoenix - Diageo Way of Selling Training, The Sands Resort, 14th January - 17th January 2008



This 3 and a half day training designed by Diageo was facilitated by the market manager of Diageo, Daphne Raoul and co-facilitated by Blast. Blast also organised the whole event, from choosing the venue, the food and beverage, the cocktail, the invitations, the printing of all materials.

Daphne Raoul, Market Manager, Diageo Mauritius: *'The best time I had in Mauritius so far*'

Priscillia, participant: *'Superb, extra....Although the training was heavy, the team spirit was just great. We interacted with colleagues whom we hardly get to see and talk to. I personally learnt a lot from that training; now the challenge is to practise the techniques.'*

Escape on the Coke Side of Life, 27th December 2007

This end-of-year promotion gave away a sexy red Mini Cooper. Media relations backed the prize giving ceremony.



HSBC Corporate Social Responsibility campaigns

For 2 years now, Blast handles the media relations for HSBC, a company with a strong CSR culture.



Oberoi in-room brochure, January 2008

For the second year in a row, Blast designed the in-room brochure for one of the most exclusive 5-star hotels in Mauritius, the Oberoi in Balaclava.



Our new corporate identity, January 2008

The team decided that after nearly 4 years, our corporate identity was in dire need of a botox re-vamp! As such, our designers went on a soul-searching journey. This is, *en avant-premiere*, the unveiling of our new logo. In very simplistic terms, the symbol on the left may represent a wheel in motion, symbol of dynamism. It can also be a buoy or a compass as we want to be known as a company that keeps our partners afloat and moving in the right direction all the time. The new fonts used foster dynamism and modernity.



Yannick who was at the helm of this design and who is a man of many words: *'Mmmmm....ya nice'*

