

# A NEW VENUE TO ENGAGE FANS AND BUILD BRANDS

## Little Caesars Arena, Olympia Entertainment



The Little Caesars Arena opened its doors in 2017 as the new home of the Detroit Red Wings and the Detroit Pistons, providing a unique opportunity for sponsors to connect with sports-minded, action-oriented consumers of all ages.

The capacity, activities and location offered by this arena support creative brand building onsite and via digital marketing channels while amplifying fans' experience of sponsoring brands on several different levels. All of this not only heightens awareness, it also makes the event, sponsors and their messages more compelling and more memorable.

Working with [Infinite Scale Design](#), [Olympia Entertainment](#) and several well-known brands, our team created a variety of innovative, immersive and high-tech activation experiences located throughout the facility.

> "This is a great opportunity to connect with the fans, residents and businesses in Detroit to support the Detroit Red Wings, and the unbelievable entertainment that will come as a result of this amazing building."

— BELFOR PROPERTY RESTORATION  
CEO

Bluewater was responsible for sponsored brand activations at these locations in the arena:

- Meijers Entrance
- Comerica Entrance
- Huntington Entrance
- Belfor Training Center

In addition to the branded interactive components, Bluewater installed 10 LED info walls and multiple interactive media displays throughout the arena.

### SCOPE OF WORK

- > Project Management
- > Content Development
- > Detail Design
- > Budgeting
- > Interactive Design & Development
- > Media Technology & Design
- > Fabrication
- > Installation

Brand Activation Design  
by Infinite Scale Design

### VIDEO

> [Little Caesars Arena / Olympia Entertainment Case Study](#)



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Find out more about us at [www.bluewater.studio](http://www.bluewater.studio).