



FRIENDS of
THE BRANDS

THE *White* DINNER

AMSTERDAM

WHEN

Tuesday 26 March, 2024

WHERE

Anantara Grand Hotel Krasnapolsky Amsterdam

WHO

Top 50 - 75 female celebrities, content creators,
media and influential entrepreneurs

WHAT

An unparalleled dinner experience and brand
activation event to grow in brand awareness,
social media exposure, connections with influential
celebrities and sales

MEDIA PARTNER

Beau Monde Magazine



About The White Dinner

We would like to introduce you to the luxury and alluring world of The White Dinner. This unparalleled dinner experience is an exclusive multimedia event format, created by Europe's leading marketing communication agency [Friends of the Brands](#). The aim is to bring your brand into contact with the top 50 - 75 most influential women (celebrities, top influencers & content creators, leading lifestyle media and top entrepreneurs) in an original and effective way. Next to that, we offer the brands the opportunity to build a personal connection with these potential brand ambassadors, resulting in a huge burst of (social) media exposure and brand awareness.

About Friends of the Brands

Friends of the Brands was founded in 2009 following a shift within the media landscape towards online and social media. Being one of the first agencies to jump into the constantly changing world of influencer marketing and making this specialism our own, has enabled us to deliver business changing results for our clients: household brand names and ambitious, disruptive start-ups.

But we might have earned our reputation for being among the very best by our signature event formats, where we combine our online and influencer specialism with unparalleled event experiences. The intersection of consumers, commerce and culture, our strong international network of connections among leading influentials, in every sense of the word, combined with a strong creative and strategic ability has made Friends of the Brands the leading agency in event and influencer marketing in The Netherlands and far beyond the borders.

How does it work

A five-star location in Amsterdam will be completely transformed into an extravagant decorated white ballroom with a long 'White Dinner' table as centerpiece. Around it, there are separate brand corners for the participating brands, also decorated in white, where each brand presents its products and story.

After a festive reception and a short presentation about The White Dinner, the 50- 75 influential guests will be divided into small groups and a series of speed dates with the brands will start. Each speed date session lasts around 15 minutes and during these speed dates you have the extensive opportunity to tell the story behind your brand. You not only expand your own network enormously... It is also the ultimate setting to exchange contact details, set up direct collaborations, create brand ambassadors, generate direct exposure for your brand on social media and in lifestyle media to get in touch with your target group.

Apart from the fact that delicious bites and drinks are served during every round, the guests close the evening nicely by taking a seat at a long 'White Dinner' table where they enjoy a delicious dinner with live music in the background. As icing on the cake, they also go home with a well-filled goodie bag with the products presented that evening.

Program

6 PM	Walk in & Reception
6.30 PM	Word of welcome & Entertainment
7 - 9 PM	Brand Experiences
9 PM	The White Dinner
11 PM	Event closure & goodiebags

Mediapartner

To generate as much exposure as possible around the event and your brand, Friends of the Brands will always work together with an appropriate offline and online mediapartner. We have worked together with JAN Magazine, Harper's Bazaar, Marie Claire and Grazia before. For the next White Dinner Edition, we will collaborate with Beau Monde.

Beau Monde has been the biggest glam style glossy in The Netherlands for decades. With 50.000 prints per year, Beau Monde keeps her readers up to date about celebrities, their adventures and most of all their (life)style! The target group Beau Monde reaches for is not determined by age but by the things her readers find interesting and their way of living and celebrating life. Online, Beau Monde is focussing on all the ins & outs of showbiz, such as looking inside celebrity homes, new travel hotspots, updates on your favorite celebs and behind the scenes footage.

Charity

An important motto within Friends of the Brands is 'giving is the new receiving'. As a result, we always link a charity to all our events. We will link a local charity to this edition of The White Dinner, so that they can benefit from the exposure.

Exposure The White Dinner Amsterdam

As a benchmark, we would like to show the results of our latest edition of The White Dinner Amsterdam In March 2023. This resulted in the following exposure (measured until 1 week after the event).

Social Media

	Posts	Stories	Tiktoks	Youtube
Number of posts	15	280	2	1
Reach	1.297.754	37.574.065	10.575	11.400
Media Value	€35.250,-	€296.250,-	€2.600,-	€1.750,-

The White Dinner in the media

	Reach	Media Value
Beau Monde Magazine	28.000	€14.700,-
Shownieuws (TV)	429.000	€12.500,-

Total reach and media value

Total reach	39.350.794
Total media value	€363.050,-

GET IN TOUCH

events@friendsofthebrands.com
06 29 50 47 08
@friendsofthebrands

Pictures and aftermovie of the event

Friends of the Brands will share a photo and video report of this edition of The White Dinner amongst all the participating brands. This can be used as content for your social media channels, website and newsletters. To get a good impression of this brand activation event, please find two benchmarks here below:

[See aftermovie The White Dinner Amsterdam 2019](#)

[See pictures The White Dinner Amsterdam 2019](#)

[See aftermovie The White Dinner Amsterdam 2023](#)

[See pictures The White Dinner Amsterdam 2023](#)



