



AMERICAN EAGLE OUTFITTERS



Since spring 2005, Group Inc has provided ongoing event and corporate communications support to American Eagle Outfitters, one of the country's leading fashion retailers targeting 15 to 25 year-olds. With profits at a record high, the company was seeking to "catch up" with its own success by upgrading its annual conference from a basic internal presentation to something closer to "business theatre" - extending to an audience of more than 1,000, including those reached by satellite.

Working through our event management partner TerraCom, Group Inc helped American Eagle move its annual corporate conference to a much higher level. This included establishing themes, writing stronger, clearer presentation language, creating compelling support graphics, producing informative video segments and designing and building a dynamic and entertaining executive presentation setting, complete with state-of-the-art widescreen displays and a multi-camera record.

For the 2006 conference, Group Inc, again working through TerraCom, produced three days of events, including an awards gala. Group Inc's Executive Producer, Tom Gorman, worked closely with AE executives to craft and refine their corporate message and improve their delivery before a live audience. The 2006 event included two fashion shows and the launch of two new brands, Aerie and Martin + Osa, supported by more than dozen video roll-ins.

Three times a year, Group Inc's Pictures division produces a DVD "virtual lab store tour" for American Eagle. The package helps district managers sell, market and display AE's Spring, Fall and Holiday lines more effectively.