

ANOTHER IMPACTFUL STORY BY 361 DEGREES



Lion Brewery - The Music Video

Lion Brewery faced a major unforeseen setback in 2017, when due to the massive island-wide floods, production became crippled. It was a critical situation where even survival seemed impossible. However, after pulling through, 361 Degrees was approached with the request to deliver an intervention program that would reignite the fire and unify the entire organization - to live the Lion Brewery brand promise.

The solution designed by us combined activity-based bonding with the raw emotion of music. 16 teams were exposed to the adventure outing conducted in the wilderness of Habarana where participants, in addition to completing the challenges set out, also had to create a music video to the Lion Beer brand theme audio track. The adrenalin rush combined with the creative 'high' resulted in the creation of a truly one-of-a-kind experience which motivated the workforce to take on the future with greater determination and inspiration.

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