

SULZER

Innovation day event, Leicester, April 2014
Hire, 30m x 7m



We had a lot of comments about how professional everything looked and a lot of customers said they didn't realise we offered so many different products, so the event definitely achieved what we wanted it to. From the beginning, the combined offering from Nimlok and Creative Bridge was impressive, and it really sold us on their approach. We were amazed by how long people spent looking around the space, and the buzz that there was in the room."

Joelle Rabelle, marketing manager at Sulzer Pumps Wastewater UK Ltd



Creating a 'buzz' and increasing awareness through creative design and innovative technology

The challenge

Sulzer Pumps set us the challenge of showcasing their entire range of products to their existing customers at a dedicated innovation day to be held at the National Space Centre. They told us that they had recently launched a number of new products, and wanted their clients to be aware that they offered the whole range of wastewater products. This was the first time the company had organised an event on this scale. With a large space to fill, they wanted their 80 attending customers to be able to walk around their products and explore their capabilities. It was important that the event

not only captured the audience's interest, but retained it for a long period of time in order to ensure each visitor was exposed to the whole range of products.

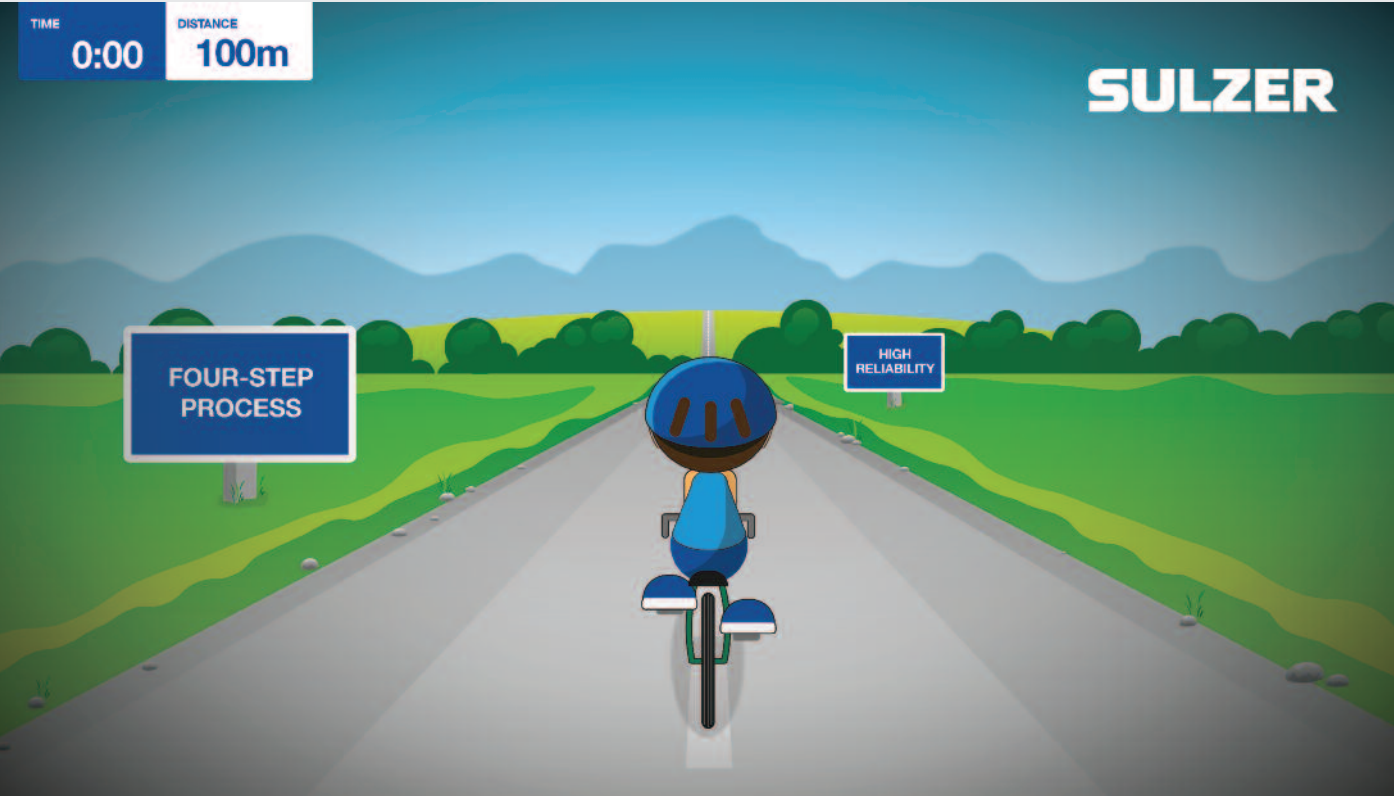
Our response

Originally, Sulzer Pumps were only looking for a design and build for their event, but we knew they wanted something a little bit different. Alongside our on-site agency Creative Bridge, we quickly came up with a creative concept that used technology in a different, exciting and innovative way. Together we developed a bespoke animation that took customers on a journey around Sulzer Pumps' products and showcased their capabilities.

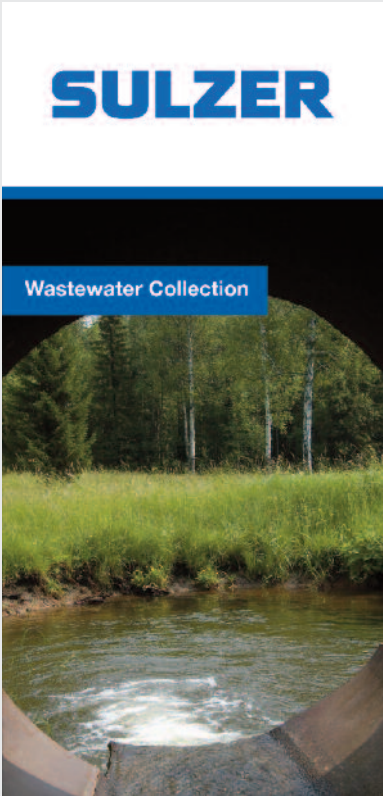
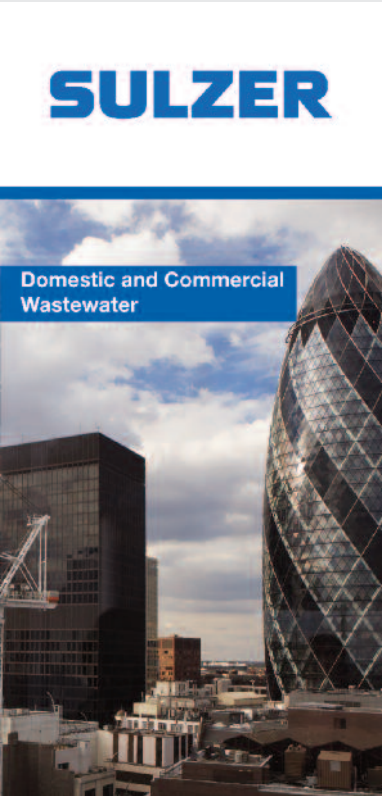
We produced a Wii-controlled triathlon game especially for the event. This created a buzz among visitors and added a competitive element to the day, as people kept returning to try to better their score in the hope of winning an iPad. As part of our complete event service offering, we also created advertisements and invitations previewing the day, and graphic designed the colourful panels used to create the display.

The results

Sulzer Pumps reported good feedback from customers and visiting global staff members alike. About 30 customers requested additional sales visits as a result of seeing the full range of products, and the animation is now used company-wide.



Triathlon game



Stand panels



4 minute animation



Advert



Flyer