



**Parkex, National Hall, Olympia, London – June 2014**  
6x4m Stand



**"From the beginning, the combined offering from Nimlok and Creative Bridge was impressive, they immediately understood our requirements and were able to suggest not only ideas for the stand, but the overall theme and planning.**

**"The event was a huge success with many visitors confirming that this was our best display yet, interesting and fun, while at the same time it served a valuable purpose for us as a business. We will be using parts of the stand again at future events and I look forward to the further benefits it will bring to the business."**

**Kelly Gould, Marketing Executive**



## How digital games drive exhibition engagement

### The challenge

Marston Holdings (Marston) is an enforcement business working on behalf of local and central government and private companies to ensure debts are effectively and fairly recovered. Due to their large scale, the challenge they set for us was to demonstrate a personable and welcoming side to the business in both service and delivery.

With attendance at a major exhibition confirmed, the brief was clear; to deliver an exhibition stand that would break the mould, engage visitors and ensure that attending council officials could have fun. All whilst learning about Marston's service offerings.

Marston wanted a stand that was open, comfortable and inviting, with low seating and a bar counter enabling them to serve drinks. Storage space was also important as the team had 1,000 A4 sized goody bags to give away.

It was important that the stand not only captured audience interest, but retained it long enough to capture data for post show analysis and follow-up.

### Our response

We knew that Marston wanted to be the only exhibitor at the show with a digital game, allowing them to engage visitors and ensure they had fun. It was important to show the company as corporate, but personal.

Using 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 2d style racing game that could be adapted for use at future events.

The object of the game was to race around the Marston Mile, an office-based obstacle course. Racing against the clock to travel the furthest distance, visitors collected bonus points along the way. Player information was captured prior to starting the game to auto-populate an inbuilt leader board.

The game was built on a 2d view of an office desk and featured an opening splash page with instructions, data capture and high score pages.

These were all designed in keeping with the Marston brand. Running on a standard PC workstation, the game was controlled using a Wii remote, which also allowed data input. The game was displayed on a 42 inch screen, creating a prominent focus point.

The stand created a buzz among visitors and added a competitive element to the day, impressing visitors and competitors alike.

### The results

Marston reported good feedback from customers with 45 individuals racing on the mini mile and many taking 2-3 attempts to beat their own records.

There was a consistent crowd gathered at the stand with many visitors content to watch their colleagues racing whilst enjoying coffee or wine at the custom made bar.