



Marketing Week Live 2015, London

Marketing Week Live attracted over 5,000 visitors

66% of visitors were senior marketers with Chief, Global, Group, VP, Head or Director job titles, plus brand and marketing managers

Industry split: B2B 37% B2B and B2C 48% B2C 15%



18 sq m stand

The pre, during and post-show marketing campaign reached more than 5,000 marketing professionals

The challenge

The most important show in Nimlok's event calendar, Marketing Week Live is a chance for us to not only talk the talk, but also walk the walk. Our presence at the show aims to demonstrate best practice in all areas of exhibiting, and this year was no different. We had an 18-square metre stand showcasing the best in stand design, themed promotions and digital engagement tools. Meanwhile, a separate 13.5-square metre display area directly opposite the lecture theatre allowed us to direct people to the main Nimlok stand. The event was an opportunity for us to show exhibitors how we create a campaign theme and carry it across all the areas needed to create a complete exhibition experience for visitors.

Our response

We came up with the campaign theme "Fuel your exhibitions", supported by six key elements that we felt were crucial for an enhanced exhibition presence and, ultimately, increased return on investment. These were: unique stand design, interactive content, themed promotions, a well-briefed team, speakers and seminars, and social media and PR.

Our exhibition stand itself had to bring this campaign message to life in 3D. We needed to also make an impact on the show floor in order to ensure we stood out from the competition and were really practising what we preach in showcasing something unique and different. We used soft curved architecture, bright colours and eye-catching graphics to grab the attention of our audience. Bespoke petrol pumps were hand-crafted in our factory by our team of expert carpenters and housed a hub showcasing digital engagement tools and a screen displaying our latest and best examples of stand design.

We had a game, a digital driving contest, where players raced around the imaginary desk of an event planner, picking up as many icons containing our six key elements as possible with the aim to see who could go the furthest distance within the 60 second time frame. As well as creating a fun and memorable experience for visitors to our stand, the game showcased a sophisticated form of data capture. The prize on offer for the highest scorer was the chance to win a Porsche

Boxster for 72 hours, and we reinforced the delivery of this message by having a branded Porsche Boxster on display in the exhibition hall, letting people know to visit the Nimlok stand for a chance to win.

On stand, we gave away branded energy drinks to reinforce the "fuel for exhibitions" theme.

The show campaign was supported by a full marketing communications campaign leading up to and following the show. We employed email marketing, print advertising and social media activity to further drive forward our message, and ran a competition on our website for the chance to win some "pocket fuel" in the form of a portable charger for mobile phones and tablets.

The results

We generated more than 190 leads from our presence at Marketing Week Live, and 24 confirmed appointments. We also had great feedback from those who played our digital game. Many people returned throughout the day in the hope of bettering their score, and a competitive spirit developed between friends and colleagues as they attempted to beat each other. All of the branded energy drinks were given away, and we engaged with a number of marketers on Twitter and LinkedIn during the show.



"At Nimlok, it is our job to demonstrate best practice to our clients by showing them the best in stand design, intelligent data capture and digital engagement tools. This puts a lot of pressure on our own exhibition presence, as it has to be exactly right. Every element of our themed campaign fitted seamlessly together and delivered significant return on our investment. I hope our visitors will have learned something about exhibiting that they can take away and use at their own events."

Clare Farthing, Marketing Manager, Nimlok

