

nimlok

Marketing Week Live 2014, London
42 sq m stand



The pre, during and post-show marketing campaign reached more than 250,000 marketing professionals

The challenge

Marketing Week Live is the flagship show in Nimlok's event calendar. We had our largest ever presence this year, with a 42-square metre island stand. Our objective was to demonstrate exhibiting best practice by showing off our stand design capabilities and innovative methods of engaging visitors using gamification whilst capturing data.

Our response

Following the current trend towards angular architecture, we used our family of angled hire products to create an edgy stand design, which we themed around: 'What's your angle?' We wanted to find out from our visitors why they go to exhibitions, and

encourage them to consider these reasons when they came to exhibit themselves. This theme also ran through our pre, during and post-event marketing campaign.

On stand, we created a combined survey/game 'Visit...then exhibit' themed around reasons for visiting exhibitions, to provide insight, capture data and ensure an element of interaction with our brand. We asked visitors to tell us which of five key drivers was the most important to them when they attended an exhibition. These drivers were then represented as icons that needed to be captured in a fast-paced game against the clock, with the top players being entered into a prize draw for a pair of tickets to The View from the Shard. This on-stand activity was supported by a giveaway of sweets housed in a customised branded pyramid shaped box with an augmented

reality trigger linking through to a video about our range of hire architecture.

Our marketing communications campaign operated across email marketing, print, digital and social media, and video, comprising pre and post-show eblasts, a prize draw, advertising in magazines and the show guide, on-stand interviews and a post-show infographic highlighting the survey results.

The results

We generated more than 260 leads and an additional 40 confirmed appointments during Marketing Week Live. We had great feedback from those that played our digital game, and a total of 350 boxes of sweets were handed out over the two days. Our mix of mediums made it possible for us to reach up to 250,000 of our target audience.

"Our overall objective is to 'exhibit exhibiting', so it's really important that we are able to demonstrate creative and flexible stand design, intelligent data capture and methods of engagement. At Marketing Week Live I believe we did all three. With more leads than ever before, we definitely engaged with our audience and showed them how they could do these things effectively when it comes to their turn to exhibit."

Samantha Thomsett,
Head of Marketing, Nimlok

nimlok

creativebridge

Our campaign reached out to over 250,000 marketing professionals.

Pre-show



Three pre-show eblasts



Advert and case study in Engage magazine and eblast to magazine database



Advert in Marketing Week Live showguide



Social media and blog communications



Romeo the Fox prize draw

During show



On-stand digital survey/game with Shard tickets prize draw



Customised sweet pyramids with augmented reality trigger

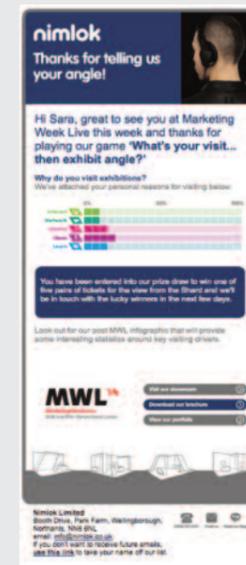


Client video testimonials

Post-show



YouTube video



Two post-show eblasts



Infographic