

.....TRADE SHOW CAMPAIGN

S U C C E S S S T O R Y

This page shows some of the creative I directed at SMC (freight transportation software); typical for our trade show promotional campaigns. For this event campaign I brainstormed with marketing department project managers and salespeople to concept the “Score Better Business” football-themed campaign. The football theme was in keeping with the CSCMP trade show event “Monday Night Football” theme - I wrote headline and copy to fit our customer benefit offering. Shown to the right is a trade show booth panel, with the postcard laying on top (which we mailed to drive our audience to our booth) and the branded football premium (the close-up of these promotions is below).

The customer incentive (promoted on the postcard) was a giveaway Xbox with the Madden Football video game. SMC later implemented Microsoft Dynamics CRM, yet at this time we had no good way to discern ROI (the sales people at the booth didn't track leads generated there, through the funnel to conversion).

The Xbox business card drawing was a big draw to the booth. The other, ongoing, big audience draw was the football throwing practice. I purchased a stock photo of a football receiver, branded the corporate logo on the helmet and had large format printers Express Color output a larger-than-life silhouette cutout of the player's photo with an arm-hole cutout opening (large enough to throw a football through). Set up in the aisle, just outside our booth, our salespeople (dressed in football jerseys) would encourage visitors to throw the football through the open hole (and the salesperson would catch it behind). The visitor would then receive our branded football premium, get the sales pitch, a product demo if interested, and a chance to win the Xbox.

The booth buzzed with increasing traffic achieving a sales-estimated 35% more sales leads than previous trade show exhibits.



JAKE AULL

CREATIVE AND WEB
MARKETING STRATEGIST

email jake@zenofbrand.com
mobile 404.259.5550
blog jakeaull.wordpress.com