

TradeShows **PLUS!**

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CASE STUDY:

Sales Promotion Design Award Winning Campaigns

Optimizing successful campaigns to support your trade show and event program

CLIENT:

AISI 1990
(American Iron & Steel Institute)

AISI is a consortium of American Steel Companies. As the International Promotion Director at Giltspur, Judi was responsible for identifying all the projects that could support AISI at trade shows and help plan and execute successful promotional strategies for the organization.

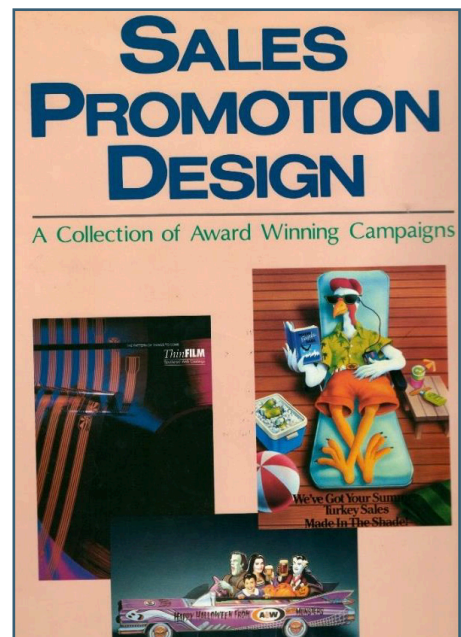
SALES PROMOTION DESIGN:

Judi's first opportunity to support AISI at Food Packaging trade shows was relatively successful. In fact, the strategy and execution appeared in a book titled *"Sales Promotion Design, A Collection of Award Winning Campaigns"*.

TRADE SHOW/EVENT/OTHER:

IEFP (International Exposition of Food Processors)

This was the first show in a series in which AISI participated. Based on the success of the promotional strategy, AISI rolled the plans out at many of AISI's most important shows during the year. Later, Giltspur Marketing Services created a case study to share the idea with other clients as well as executives at AISI. Ultimately the plans and creative were recognized by Sales Promotion Design...A Collection of Award-Winning Campaigns. The execution was tapped for inclusion as an example of outstanding trade show creative strategies.



CLIENT CHALLENGE:

- Concerned about ROI for the exhibit program
- Creative ideas had to be competitive with companies such as Alcoa Aluminum, AISI's chief competition
Needed a strategic, creative and interactive booth concept to highlight important messages and ensure the right attendees were exposed to this information
- To compete effectively, it was critical that AISI plan a competitive and exciting in booth presentation to attract attendees to the booth in the back of the hall by the loading dock doors.
 - *Attendees had to hunt to find the booth. To overcome the company's unfortunate location, AISI needed an exciting presentation that was talked about to ensure prospects took time to find the exhibit*

BUSINESS OBJECTIVE:

Branding

- Promote steel's leading position in the food packaging market
- Increase awareness of steel's current technological improvements and innovations.

Product Positioning

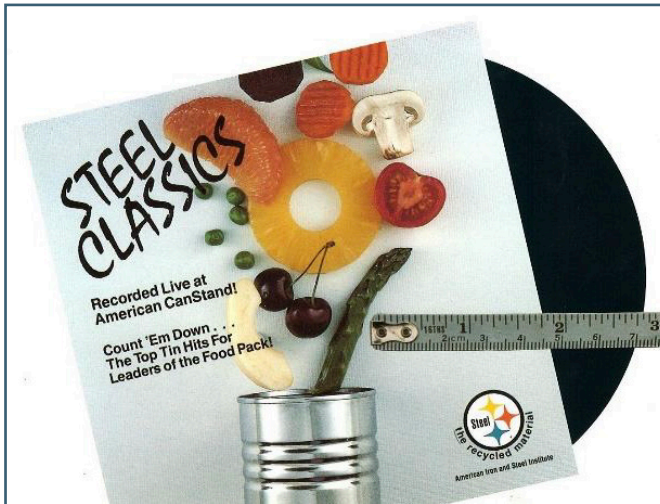
- Increase awareness of steel industry's recycling efforts and support in conservation and other environmental issues
- Communicate favorable comparisons of steel's packaging attributes to the qualities of other food container materials

Sales

- Increase pre-show awareness of steel's classic and dynamic position in the industry and participation at IEFP 1989-1991
- Attract 50% (309) of an international audience of food processing and canning companies including buyers and specifiers

What Plus did TSP add to the program?

- + TSP President, Judi, at the time was the International Promotions Director at Giltspur the largest designer and manufacturer of trade show exhibits worldwide. She was responsible for planning and executing the marketing strategies and creative concepts for Giltspur clients before, during and after the conference
 - The marketing strategies needed to be flexible as these would be applied to four or more conferences during the year
- + Judi also developed all the creative ideas, handled the copywriting and ensured all elements were designed and produced to reflect the theme of "Steel Classics".
 - In conjunction Judi created and directed a live presentation that was appropriate for four shows throughout the year
 - The "American Can Stand" theme and performance included a "Top Tin" countdown board as a prominent communication in the stage backdrop. The top seven messages (songs) were revealed on a countdown board as part of the script. The top three were performed. These included: 3. **Leader of the Pack** 2. **R.E.C.Y.C.L.E** 1. **Stand by Your Can**
 - *Two talents hired and directed by Judi performed the top three musical numbers. Another actor played the emcee; a takeoff of Dick Clark*



- + Other promotional elements included a high concept pre-show mailer dubbed “Steel Classics”, featured above. The invitation was designed to resemble a record album. If the creative was developed in 2019 rather than 1989 the Steel Classics would have been an actual CD or DVD with musical message
 - o The invitation was mailed to a select list of **618 key target prospects from a list provided by Ketchum PR and/or AISI.**
 - *A call for action in the form of a ticket to the performance was included to help identify key accounts that responded on the show floor*
- + The pre-show mailing was supported with additional PR including trade ads, press kits and brochures. The media room was used by the ad agency for interviews to promote steel’s leadership position to members of the trade press
- + Prior to the show two staffer training sessions were conducted. The sessions included a rehearsal of the live marketing presentation, a discussion of goals and objectives for IEFP and a review of basic in booth selling skills.
- + Based on the success of the promotional strategy, which was rolled out at many of AISI’s most important shows during the year, Judi continued to work on AISI’s trade show program for several more years.

RESULTS:

Audience contacted: An international audience of food processing and canning companies including a high percentage of buyers and specifiers of canning materials visited the booth

Target Market Reach: 59%

Mailing Results: 618 mailed with 203 returned (33%)

Additional qualified booth attendees: 160 (26%)

Total Qualified Attendees: 363 (58.7% from total pre-show qualified attendees of 618)

OUTCOME:

The case study created for AISI was instrumental in helping the organization provide executives with the incentive to budget for these initiatives for the next several years. In 2021 many of these strategies would be executed electronically. However, you can't argue with the success of the 1989-1991 strategy using direct mail, trade advertising, PR, phone calls and contact with existing customers. In fact, many companies are having luck with direct mail, as frequently, it is more competitive than email and other electronic marketing.

