

TradeShows **PLUS!**

21 Brilliant Ave • Suite 201 • Pittsburgh, PA 15215
O.412.431.2525 M.412.996.5023
judib@tradeshows-plus.com
www.tradeshows-plus.com



CASE STUDY:

*Event Consulting,
Sponsorship and
Implementation/Event*

CLIENT:

Tetra Pak



COMPANY DESCRIPTION:

Developer and Manufacturer of Environmentally Desirable Packaging. Considered one of the top ten environmental leaders worldwide.

TRADE SHOW/EVENT/OTHER:

The Clio Awards is an annual award program that recognizes innovation and creative excellence in advertising, design and communication, as judged by an international panel of advertising professionals. Time magazine described the event as the world's most recognizable international advertising awards.

CLIENT CHALLENGE:

- This was Tetra Pak's first foray as a major sponsor of the Clio Awards. The company is well known in its vertical market, but wanted to raise its visibility in the Clio venue. This includes optimizing new relationships among TV Networks, Cable Networks, Advertising Agencies, Communications Agencies and Businesses that dominate the Clio's from Year to Year



- Tetra Pak was certain raising the corporate profile in this market would help them develop valuable partnerships with companies such as Google, the Nielsen's and HBO.

BUSINESS OBJECTIVE:

Branding

- Increase Tetra Pak's visibility among companies where a partnership was desirable

Product Positioning

- Educate attendees about products and services as well as Tetra Pak's record of eco-friendly initiatives that are a value to Clio prospects
- Attract visitors to Tetra Pak's booth outside of the sessions rooms to discuss how prospects could benefit by a partnership with the company

Sales

- Develop an ongoing rapport with the Clio's to continue to build high visibility relationships
- Document 50 total leads in the booth, around the events and in the sessions room out of which 10%-20% are qualified for additional follow-up

What did TSP add to the program?

- + Tetra Pak and TSP consulted to develop a high visibility sponsorship designed to connect the company with as many desirable partnerships as possible
- + TSP helped Tetra Pak negotiate a favorable contract including the following:

SPONSOR REFERENCE

Tetra Pak featured as official beverage sponsor and allowed to reference itself as "Beverage Sponsor of the 2008 Clio Festival"

PROMOTION AND BRANDING:

- TSP advised Tetra Pak, making special arrangements with show management to sponsor a Tetra Pak carton design competition with a Clio Carton awarded.
- TSP also worked with Tetra Pak to advertise this to attendees
- License to use Clio Awards logo & marks in all advertising ensuring all marketing elements were coordinated including:
 - o Direct mail to internal and external databases worldwide including email blasts
 - o Clio Awards Newsletter
 - o Online Advertising, Print Media and Partner Marketing
 - o Search Engine Marketing

E-MARKETING:

- Logo Promotion: Beverage Sponsor's logo displayed in rotation on the sponsorship page of www.clioawards.com

ADVERTISING

Helped Tetra Pak leverage all the advertising available including:

- Logo Presence and Promotional Signage in beverage product display in Clio Festival Café
- Logo visibility on exhibit signage, continuous loop video programming and full page, full color ads
- Ads including; Clio Winners Program for press kit, Beverage Sponsor including 2 full page / full color ad in Clio Winners Program, distributed to audience and in press kits
- Beverage Sponsor included a gift or offer in the attendee gift bag and 1,200 luggage tags for bags

DISPLAYS

TSP worked with Tetra Pak to optimize all available display areas at the outside events including:

- Brand Café area – throughout entire event
- Branding at all evening Party's including:
 - Festival Opening Cocktail Party, on the Beach - May 14th and at the two official hotels the next two days
 - Displays included: Customized Mini-brochures, brochure displays in planters, Recycling tains, Table Displays
 - Beverages including branded earth water, wine and coconut water



TETRA PAK CARTON DESIGN CHALLENGE

To ensure attendees left understanding, the value of Tetra Pak cartons and the company's environmental record, TSP helped Tetra Pak design and produce a clever high visibility promotion.

This was optimized to entice attendees to visit the booth and the evening event to learn more about Tetra Pak

- Since this was the Clio's i.e., creative advertising and promotion awards, Tetra Pak asked attendees to design a carton promoting the company's primary goals, i.e., renewability matters.
- The best carton(s) at the end of the conference had theirs produced and received recognition as a Clio Carton prize winner

To facilitate the strategy, TSP and Tetra Pak worked with Clio's directors to add a carton category to the prize categories. This category did not exist prior to Tetra Pak's participation.



The carton contest was launched at the show. To participate attendees received:

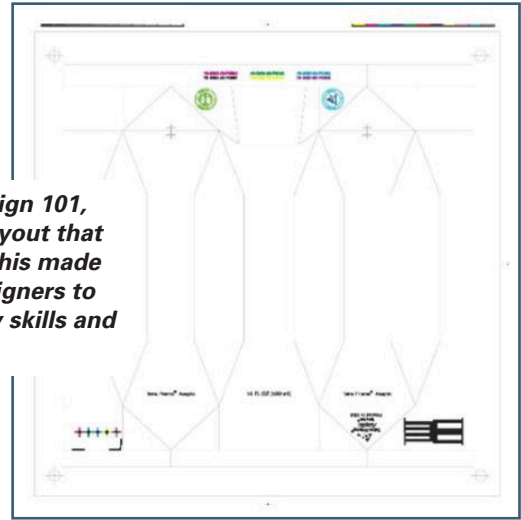
- A set of color pencils. These were left at the rooms of registered attendees or picked up in the booth
- Entry cards to the carton design competition. This included instructions, the template that contest participants used to design their carton entry and instructions on how to complete the design and enter
- Tetra Pak's Renewability Matters message reinforced in all the collateral, sponsorship materials, booth graphics and other promotional initiatives

RESULTS:

Tetra Pak was highly effective at increasing visibility for the company at the CLIOS. The booth was striking and well organized. The branding at the events was eye catching. As a result of their high-level sponsorship, Tetra Pak was able to effectively establish a relationship with the Clio's and use the award opportunity to launch Tetra Pak in this environment. In addition, Tetra Pak developed sales opportunities with several high visibility companies including Google, HBO and the CLIOS.



The branded wrap attached to the color pencils was left at the doors of registered attendees



To facilitate Carton Design 101, Tetra Pak printed the layout that carton designers use. This made it easy for amateur designers to apply their rudimentary skills and submit winning results

Finished designs were returned to the booth any of the 3 days of conference.

All participants received a Tetra Pak Renewability Matters button to wear around the event.

