

DBA Submission 2010
2LK Design Ltd.

Project title

Intel - Exhibition Stand
Consumer Electronics Show 2010, Las Vegas

Category

8.0 temporary exhibitors & experiential environments

Client Company

Intel Corporation Inc. (Santa Clara, California, USA)

Design Consultancy

2LK Design Ltd

Current Date

2nd June 2010

For Publication



**At the Consumer Electronics Show 2010
2LK Design provided the Intel Corporation
with a presence that made a significant
commercial impact, and provided a distinct
improvement on the success indicators
of previous years.**

With a challenging brief, **'to create more with less'** – in terms of budget and space – we designed a stand that exceeded every performance metric. Not only the obvious ones of visitor numbers, demo trials etc., but the unique design also significantly contributed to a massive increase in press and social media activity which in turn increased traffic, awareness of Intel, and its products.

The impact of the stand design was spectacular: -

- We attracted 80% of the shows visitors onto the stand, 94% of which had a high interest in Intel's products.
- The number of demonstrations rose by 23% on the previous year:- (2010 – 39,100, 2009 – 31,800.) – and increase of 7,300 trails – on a smaller space!
- 54% of these visitors said they were likely to purchase Intel based products (45% in 2009, 33% in 2008)
- There was a significant improvement in press activity and all targets set for social media activity were easily beaten.
Intel news at CES mentioned in 91% of top blogs and a total of 9774 tweets – 4 times the target figure!

The positive impact and success of the Intel stand was so great that the client, Victor Torregroza was invited to give a seminar at the Event Marketer Summit. The topic; to explain to his peers how we managed creatively to do more with less; "Design: The Opportunity to Innovate"

**"CES was a great success.....
the booth and booth design has set a new
Industry benchmark – Congratulations..."**

Johan Jervøe

Director, Creative Services & Digital Marketing Intel Corporation

Project Overview

Outline of Project Brief

Intel, the world's foremost producer of microprocessors, issued a very challenging brief for their Exhibition stand at the annual Consumer Electronics Show, Las Vegas.

The budget to construct the booth was **30% less** than in previous years and the space was **25% smaller**. But the visitor experience needed to evolve, simply doing a scaled down version of what had been done in the past was not an option, we had to maintain or improve upon the 'success indicators metrics' for the stand.

The Event Program Objectives

- Simply and clearly immersive
 - use the entire space to engage, inform and delight the visitor.
 - clearly integrate Intel's campaign – Sponsors of Tomorrow™
 - launch the all new 2010 Intel® Core™ family of processors
- Positively increase Intel product awareness to further increase purchase intent
- Help Intel to continue to build on the successful, proven performance metrics
- To get Intel noticed in the press and across all forms of social media to build awareness and grow the brand
- Clearly demonstrate Intel's processor leadership beyond the traditional PC market and articulate its vision for the future
- Design a brilliant new booth within the space and budget.
Uniquely Intel; contemporary, open and inviting, easy to navigate...

.....and awe-inspiring at first glance!



Project Overview

Description

CES is the world's largest consumer technology trade show; it features 2,700 exhibitors and has a trade only audience. It is the prime event for launching new products, marketing strategies and for getting noticed in the press.

Intel's 9,000 sq ft space (down from 12,000 sq ft in previous years) is located in a prime 'front of hall' spot in the central hall of the Las Vegas Convention Centre. This location is adjacent to Microsoft and close to Motorola and other key companies, a heavy traffic area, but with lots of competition for the visitors' attention.

CES attracts the 'Who's Who' of the technology and related industries, including C-level executives from the entertainment, wireless and consumer electronics industries. More than 8000 attendees represent companies with more than \$500 million in total annual sales. <http://www.cesweb.org/>

The audience at the show is primarily from the trade; buyers for stores, press, industry influences, market analysts, etc. The general public are not admitted. The intention is to influence these visitors to promote Intel's products to their customers/audience.

The number of demo trails that occur are a key factor in measuring the success of the stand. They lead to improved awareness of the Intel brand and its products, which in turn influences the market and increases demand.

**To improve on the metrics for this event is indeed a challenge.
A sophisticated regular audience have 'seen it all before!
Even a small percentage increase in figures in any aspect of the metrics is a significant improvement and deemed a real success.**



Overview of Market

Trade Shows are the most challenging of the Marketing disciplines. In no other situation does the client present themselves toe to toe with the competition, vying for the attention of the show visitor.

In this trade show we are dealing with a very 'savvy' and cynical audience. They are used to the hard sell and have 'seen it all before'. The Intel stand is competing for bigger attention with the other major exhibitors e.g. Microsoft, Samsung, LG, Panasonic and Sony who may have larger budgets and stand spaces as well as a much clearer understanding from the visitor of who they are and what they produce.

However, these are the challenges of this exhibition every year. Any other neighbouring exhibitor can have a new design of stand, or new product to promote that takes the audience attention. But we can learn from previous years, Intel commission an independent agency to survey the performance of the stand. So we have good data to work with and can see where improvements are required.

In this environment we have the chance to create a meaningful, three dimensional interpretation of the Intel brand and the Sponsors of Tomorrow™ campaign, to attract the visitor onto the Intel stand and to put their latest technologies and products into the hands of the buyers in a functional and inviting environment. To re-generate Intel's presence at major exhibitions – to create a 'Buzz' in the social media that contributes to driving traffic to the stand – to create the 'New Normal'.

Project Launch Date

The CES exhibition is an annual show which took place on 7th to 10th January 2010. The stand will be re-used at this show for three years in total.

Outline of Design Solution

'Awe inspiring' - the key phrase from the brief, taken as our inspiration!

As soon as the visitor entered the hall we wanted them to be blown away by the visual impact of the stand. In a crowded exhibition 'wow factor' can only be achieved above head height, so we dominated the space with our 'digital cloud' ceiling – a fluid canvas of illuminated cubes which created an ever moving ambience on the stand. As our Intel client Victor Torregroza states,

"We eat with our eyes! The design has to whet their visual appetite."

We created an Exhibit Pavilion; providing an environment within which Intel could demonstrate, present, and do business under an ever changing ceiling with an ambient audio soundtrack to match. This was **'the'** cool place to be at CES!

As a proof point of the awesome power of Intel's processor technology, we worked with a partner to commission a touch screen interactive 'Infoscape' and positioned it on the lead corner of the stand. This reflected the 'cube' theme of the architecture in its content as well as its physical shape. This display and the ceiling became talking points of the show, used as backdrops for TV interviews and generating an abundance of press and social media activity.



Careful planning balanced the size and scale of the Demo Stations with the need for clear 'boulevards' through the space. The audience size is immense and if visitors cannot easily navigate around the stand they will not stay. Clear way-finding signage assisted this navigation.

To add emphasis to the marketing messages and provide a launch pad for the 'Core Family' of processors, we incorporated a Presentation Area into the design to captivate the audience and drive the messages home.

We also provided space away from the crowds for real business to be done. This was achieved in a 2-storey structure that housed meeting and conference rooms, and a more flexible hospitality space used for press conferences and casual meetings. Even the 'bloggers' and other social media contributors had their own 'Upload Lounge' to work in, complete with a DJ booth!

The architectural shapes and colours used, the ceiling, the interactive Infoscape, the tone of the presentation, all provided a 3D implementation of the 'Sponsors of Tomorrow'™ campaign. We emphasised this further with large feature screens facing the main approaches, which carried messages from this campaign.



Finally, any good Pavilion or Mall has its public art, its sculpture or fountain centrepiece, as a contrast to the rectilinear nature of the pavilion we created a free flowing sculptural form on which to display the latest laptops using Intel technology. We wanted the visitor to marvel at how the laptops were housed, with a sculpture that emphasised their slimness and lightness.

The design attracted the visitors to the stand, the intriguing and informative elements kept them there. We provided talking points, both visual and technological for the Journalists to write about – we even gave them a place to work in!









