



Putting the colour back into Manufacturing



Computers in Manufacturing Exhibition Campaign

To say that the SSA Computers in Manufacturing exhibition campaign was last minute is an understatement. Anderson Baillie picked up the challenge to scope, plan and deliver a complete integrated marketing campaign including exhibition stand design and build, PR, advertising, direct mail and poster design and production inside the space of five weeks.

'Putting the Colour back into Manufacturing' campaign was delivered on time, and to tight budget. The distinctive imagery and simple messaging which ran through the campaign made it instantly recognisable to exhibition visitors. The campaign was later nominated as best integrated campaign at the show awards ceremony.

"I described it as Mission Impossible; within the constraints of little time and tight budget the Anderson Baillie team came up trumps. What resulted was our best CIM presence and performance ever."

Tim Foxlow
General Manager, SSA UK

Anderson Baillie Projects

Outsourcing the total marketing requirement for this exhibition programme ensure all campaign objectives were met.

For a full overview of our event capability visit
www.andersonbaillie.com/projects