

# EXCELLENCE IN EXECUTION

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# EVENTS

A world leading satellite navigation manufacturer required the promotion of key products at a major live show manning a large public stand and interacting with visitors.

The focus of the activity was to drive awareness of the respective brand and demonstrate new products to the consumer.

Infinite FMS utilised the client's dedicated incumbent team to man the stand, many of which have previous experience of public events and successful promotional activity.

### Challenge & Objective

- Recruitment of additional promotional 'glamour' staff
- Engage as many members of the public as possible and complete 3000 product demonstrations
- The management of the event team ensuring client expectations are met

### Results

The support of the event was extremely effective in creating brand awareness through product demonstration and customer training; the team exceeded the client's expectations and received excellent feedback from show goers.

Of the 15,000 visitors to the exhibition over 5000 visited the stand to engage with the brand, and 3500 people received a one to one product demonstration.

The objective of the activity was surpassed by infinite FMS and the value gained through the positive promotion of the brand will lead to future financial gains.



infinite FMS is a leading and award winning field marketing agency specialising in the technology, comms and consumer electronics sector.

It employs and trains full time dedicated teams for specific clients' needs and also has access to over 2000 tactical staff which have proven merchandising and demonstration experience; both of which adds real value to a company's brand and market presence.

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