



Message and Content Development for Global Tech Show

A major tech company was launching six new products at Mobile World Congress in Barcelona, Spain, and it was the first time the company had a show presence on the floor at any major tradeshow.

We worked with the brand and product teams in China and the U.S. to create product profiles and strategic differentiation, then we researched key competitors to develop strategic differentiation. Working with the brand and product teams, we developed core messaging for each of the new products and adapted those messages for an international audience. Using the messaging, we developed audience engagement activities to attract the crowd into the booth area and created and produced six different live shows that pulled through the messaging and storylines that we developed. We wrote the scripts for the show, trained the two hosts and produced the shows, which rotated every hour over the course of five days.

The show and the booth won top honors at MWC, and the following year the company doubled its space on the floor.