

case study ::: no. 2

DaimlerChrysler Tradeshow Program



Upon the unqualified success of the Sprinter launch event, DaimlerChrysler quickly decided to award the tradeshow account to industrialevents. Working with a stringent 20 day timeframe, our team developed not only an impressive platform for delivery of product messages, but a targeted theme for individual audiences at a diverse group of tradeshow marketing opportunities. Pre-show mailers and custom invitations were developed for press conferences, test-drives, cocktail receptions and hospitality events. These supportive elements were all engineered to disseminate key messages to a captive audience; all in 3 weeks!

As the brand has developed from DaimlerChrysler, to Freightliner, to Freightliner Vans, and now to Dodge, industrialevents has been integral to the graceful migration of messages ensuring a fluid transition and market awareness. Our team has worked on design and development of collateral material, video presentations, graphic design and production, as well as developing unique solutions to maintaining the brand image.

