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Liebherr – 2007 Moscow Air Show



With a strong foothold in the construction and mining industries in the region, the Liebherr name was not entirely unknown. When it came to the aerospace industry, it was a different story. With a broad product range and unmatched experience, Liebherr needed to deliver a message at this event, but with a very limited budget.

To achieve this seemingly divergent goal, Liebherr again turned to industrialevents. The task was to deliver a high quality brand representation, on a shoestring budget; with the added issue was working in a tradeshow market not exactly populated with quality suppliers. The result was the type of unqualified success our team has continued to deliver in every industry and every global market.

New market or new product line. Familiar territory or foreign land. When you want to make a statement, let us help.

