

Pella

Problem

How does a company who is not an official sponsor for an event reach attendees?

Solution

Provide OOH Pella-wrapped courtesy shuttles to transport attendees from various hotels to the event site.

Background

Pella was searching for ways to reach attendees of the Home Remodeling Show in Chicago for 3 days in September 2015.

The team was tasked to come up with a unique way to reach people going to the show since Pella was not an official sponsor. They wanted to have one-to-one interaction with attendees that would be fun and unexpected.

Objective

Pella wrapped five branded courtesy shuttles to take attendees, free of charge, from key area hotels to Navy Pier where the majority of the events were taking place. The shuttles were also available at later times during the days to take attendees back to their hotels. Since the convention was only 3 days in duration, Pella also used the shuttles for the rest of that same week to go to various construction sites in Chicago suburbs so brand managers could interact with their key clients on-site, delivering coffee and treats in the morning.

Strategy

The strategy was simple: provide exposure for Pella during a trade show when it was not an official sponsor. The team knew they could not get Pella inside the convention center because of sponsorship rules, so the challenge was how to reach convention goers in a fun, meaningful way that would resonate with their customer base - the home building trade.

Plan Details

Markets: Chicago, IL

Flight Dates: September 2015 - October 2015

OOH Formats Used: Wrapped Shuttle Vans

Target Audience: Convention Attendees of Chicago's Home Builder Show

Budget: \$45,000 total budget, inclusive of media (brand ambassadors/drivers) and production

Results

Immediate feedback from convention attendees was very positive and captured on video during the flight.

