

## Delivering high-visibility packaging for a tradeshow

## CASE STUDY

### Challenges:

- Client faced an extremely tight deadline
- Client's creative team was unfamiliar with unique packaging constraints & requirements
- Another partner failed to deliver within schedule
- Late design additions threatened timeline, demanded quick response

### Approach:

- Took a precise, yet flexible, approach to understanding needs
- Adjusted to accommodate new information and changing needs

### Results:



Tradeshow attendees wanted to take prototypes with them



Prototypes played a huge part in possible million-dollar deal

We had worked with a long-time partner on a variety of projects when they called one day, asking for insight on a new marketing project. They had a customer who needed custom packaging for a national pharmaceuticals tradeshow two weeks later. Initially, they just wanted ideas. After getting approval to proceed, however, they called again. Another partner had “dropped the ball” and our client was starting to panic. Their creative team didn't have the expertise to develop or deliver the high-quality output needed within schedule.

### Our approach

We started the project like we do every one—we listened to our client to understand needs and scope. Pulling together a cross-functional team, including communications experts and client advocates, we brainstormed to provide dozens of creative, yet usable, ideas.

Two weeks later, when we learned that another partner wouldn't be able to deliver all of the required pieces on schedule, we jumped into high gear.

We worked with the Account Executive to get a complete list of deliverables. A focused team corrected errors in dielines created by the 3rd party partner. We created functional dielines and applied partner-provided artwork. Rapid prototypes were assembled to test fit, with structural and creative adjustments made, as necessary. Drafts were shared as they were completed, updates made, and final digital files sent to production. Color proofs were approved and production scheduled.

It wasn't until fully-assembled boxes were delivered that we learned of a new challenge: our client needed yet another piece to accurately reflect the presentation they had proposed to their client.



We responded quickly. A dedicated team collaborated to come up with a viable solution, then worked late into the night and throughout the next day to design new dielines, color-match artwork, test, and produce new pieces. We worked closely with our client to verify accuracy and ensure the highest quality possible. Less than 18 hours later, we had everything done and ready for shipment to the tradeshow.

## ***The results***

Packaging prototypes were received with excitement and enthusiasm by both our client's customer and tradeshow attendees. The tradeshow response was tremendous and exceeded all expectations. The client reported that several attendees actually wanted to take packaging prototypes with them to show pharmaceutical executives. The client did end up letting one attendee take packaging because of a potential \$1 million project with that company.

Subsequent email and phone calls from our client indicated sincere appreciation for our partnership and focused efforts to successfully complete this project. Not only did we help them meet a deadline, we helped them deliver on a promise to their customer. More importantly, the effort ultimately helped cement that relationship and will likely lead to additional work for them in the future.

***“They look incredible....I didn’t want another day to go by without expressing our gratitude for all that you and your team accomplished.”***

*- VP CLIENT SERVICES & BUSINESS DEVELOPMENT*

***“Thank you for going above and beyond!”***

*- ACCOUNT EXECUTIVE*

