

CASE STUDY 2

Client: Crevet Pipelines – “Club Crevet Escape Pack”



APPA Award: Silver Category: Tradeshow / Conference Programs

Brief: To attract people to their tradeshow exhibit at a Local Government field day.

Solution: The Crevet site was turned into Club Crevet – a white sand oasis amidst the field of earthmoving machinery and cranes. Visitors to the site were met with colourful beach towels, swaying palm trees, and staff attired in distinctive Hawaiian style shirts all emblazoned with the Club Crevet logo. They were also given a complimentary cool drink in a free Club Crevet cooler.

Results: Marketing Manager Craig Robins said the two-day event secured 2000 registrations of which 65% resulted in valuable sales leads.