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**Industry Sector**  
Mobile Telecommunications

**Client Company**  
Intel Corporation

**Design Consultancy**  
2LK

**Submission Date**  
July 1st, 2016



# INTEL CORPORATION MWC 2016, BARCELONA

**FOR PUBLICATION**

**2LK**



## 2.0

# EXECUTIVE SUMMARY

"It's time to make a transition from a PC company to a company that powers the cloud and billions of smart, connected computing devices. The data center and IoT are now Intel's primary growth engines".

Brian Krzanich, CEO, Intel



**XX,XXX VISITORS TO THE STAND**  
**RECORD ATTENDANCE**  
(XX% INCREASE OVER 2015)

### Mobile World Congress

Barcelona's MWC attracts the largest number and highest quality attendees of any industry exhibition. Determined to leverage the event as a focal opportunity to inspire new brand advocates and drive growth, 2LK designed Intel an engaging exhibition experience to embody the new brand proposition 'Experience Amazing' to reach maximum visitors with positive engagement.

**XX,XXX ATTENDEES RATED THE STAND**  
**'TOP X AT MWC'**  
(XX% INCREASE OVER 2015)

### An Innovation Powerhouse

Intel has a complex product portfolio, and although an established and successful brand, there has been recent suffering with the decline of the PC market. 'Mobile Computing' however, continues explosive growth with new product categories driving demand exponentially: Internet of Things (IoT), Big Data, 5G etc. Not just Intel's expansion, but their survival as a tech-giant is increasingly dependent on developing and marketing 'end-to-end' mobile innovations and forging relationships with new generations of 'millennial' consumers.



**XX MINUTE**  
**'AVERAGE VISITOR DWELL TIME'**  
(XX% INCREASE OVER 2015)

### Experience Amazing

Success at MWC demanded a purposeful experiential design strategy. An immersive visitor journey to clearly express Intel's mobile strategy and engage maximum visitor numbers to create lasting positive impressions.

**#X 'MOST RECALLED EXHIBIT'**  
(OVER 2000 STANDS)

2LK delivered an entirely new 1700m<sup>2</sup> 'must see' double-deck exhibition stand, a richly curated visitor experience to amplify event exposure. The highlight, a 'Curious Canopy' installation dominating the space and informing the attendee journey. Inspired by, built from and harnessing the power of Intel technology, this physicalised 'system' of connectivity amazed, enticed and engaged.

**XX%** REGISTERED INCREASED  
**FAMILIARITY**  
(XX% INCREASE OVER 2015)

### Unparalleled Performance

Actively inviting people to interact with Intel technology through simple, intuitive experiences delivered exceptional results, exceeding all pre-show KPI's and delivering unparalleled media reach. Performance was off the charts; all metrics demonstrated 'best ever' results from 20 years at MWC.

# 3.0

## PROJECT OVERVIEW

"Clearly demonstrate that Intel is **THE** world leader in delivering smart, connected innovations that will drive the next wave of industry growth".

Pauline Daniels,  
Program Manager, Intel

### 3.1 PROJECT BRIEF

#### Corporate Objectives

**The challenge: deliver a truly unique exhibition experience showcasing the power of connected 'Mobile Computing' and 'end-to-end' solutions, inspiring the tech ecosystem to prioritise Intel.**

The ultimate objectives were to maximise visitor engagement with emerging technology (IoT, Big Data, Maker) and encourage attendees to 'Experience What's Inside' to increase meaningful communication and create brand ambassadors, helping raise familiarity and purchasing intent. Commercial success would be measured against specific KPI targets:

- **Maximise visitors, ensuring 'excellent' value received**
- **Rank 'Top X' in MWC stand designs**
- **Increase average visitor 'dwell time'**
- **Raise 'familiarity' with Intel technology**
- **Increase 'share of voice' (SOV) through all media.**

#### Brand Aspirations

'Experience What's Inside' - Q4, 2015, saw a brand overhaul designed to help Intel communicate with clarity, reflecting energy, vision and optimism. Become "more visible, more tangible and more experiential" in all communications, evolve perceptual credit and better showcasing breakthrough technology in emerging categories to help reposition Intel.

#### "An Experience brand with a performance tone".

Actively inviting participation with MWC's huge volume of unique attendees offered the perfect scenario to realise these branding aspirations and reach the masses.

#### **Bold. Dynamic. Optimistic. Smart.**

Intel's core values demand clarity and purpose, the new branding required maximum exposure at MWC, graphically, digitally and physically.







"80% of influential 'brand impressions' about consumer electronics are now generated by just 1.8% of uber-influential online adults."

**Simon Mainwaring,**  
Forbes Magazine

## Media Reach

Exceptionally high-profile visitor demographics typically label MWC a 'B2B' event, however, Intel increasingly consider this an opportunity to also connect with highly influential consumers by maximising media SOV.

Bloggers, analysts and press personalities flock to tradeshows searching for the latest and greatest technology stories to share with global audiences. This opportunity to reach the super-influential (and leverage their consumer audiences) was key to re-enforcing and extending the brand internationally.

The target: to complement the event experience with online activations to get Intel noticed in online/offline press to build awareness, promote new innovations, underline commitment to new technology and ultimately increase purchasing intent.



## 3.2 DESCRIPTION

### Creative Intent

Design and deliver a truly unique exhibition experience, blending together key creative disciplines (inspirational architecture, digital content/technology, graphic design, staffing solutions etc.) into an engaging and connected visitor journey that would amplify every facet of MWC exposure and embody the megatrend of 'digitalisation'.

Reinforce Intel's 'reason for being' through intuitive, immersive and emotional technology experiences, connect visitors to future mobile innovations and raise Intel's brand profile by engaging with MWC's high status audience, extending the reach to a global audience via super-influential press/analyst attendees.

### Context

**Despite an agency/client relationship that spans 20 years, marketing this almost intangible technology 'ingredient' is still a major challenge, especially on the tradeshow floor. 2LK have delivered MWC stands for Intel since their first exhibitor appearance; this history gives us total context to evaluate success.**



### 3.3 OVERVIEW OF MARKET

#### Mobile Computing

Consumer interest is now focused around mobile devices, not desktop computing. Despite decades dominating the PC market, this seismic shift in consumer spending creates vast opportunities and immense competition. Intel's future rests on driving innovation across the entire spectrum of 'Mobile Computing' from small, low cost microprocessors to large data centre technology.

Intel recently restructured as demand for traditional processors (PCs, laptops etc.) declines aggressively. Focus is now firmly on emerging technology (Big Data, IoT etc) together these businesses delivered \$2.2 billion in growth last year, 40% of Intel's revenue and the majority of its operating profit.

"Mobility continues to experience phenomenal growth; in 2016 there are an estimated 25 billion 'Connected Devices' and by 2020 expectations are for 50 billion"

#### Cisco, IBSG projections

#### Experience Marketing

Brands increasingly turn toward 'Experience Marketing' to build relationships, garner new audiences and deliver tangible business results. Visitors search for authentic interactions: unique, meaningful and memorable. Not just great investments, brand experiences are a continuing shift of focus necessary to meet evolving audience expectations, particularly within the 'Millennial' demographic.

"91% of UK event agencies are predicting financial growth in 2016"

#### C&IT's State of the Industry Report

#### Exhibition Environment

Tradeshows are aggressive marketing environments presenting unique challenges; clients present themselves toe-to-toe with direct competitors vying for (savvy and cynical) visitor attention. Creating and leveraging genuine brand ambassadors is essential and competition for SOV is fierce.

### 3.4 PROJECT LAUNCH DATE

MWC is an annual show:  
22nd – 25th February 2016.

### 3.5 SIZE OF DESIGN BUDGET

Design Budget: £XXX  
Production Costs: £XXX



"The seniority of attendees at MWC is unmatched, C-Level/ Board/VP/Directors represented 57% of the total audience."

**John Hoffman,**  
CEO, GSMA



# 4.0

## OUTLINE OF DESIGN SOLUTION

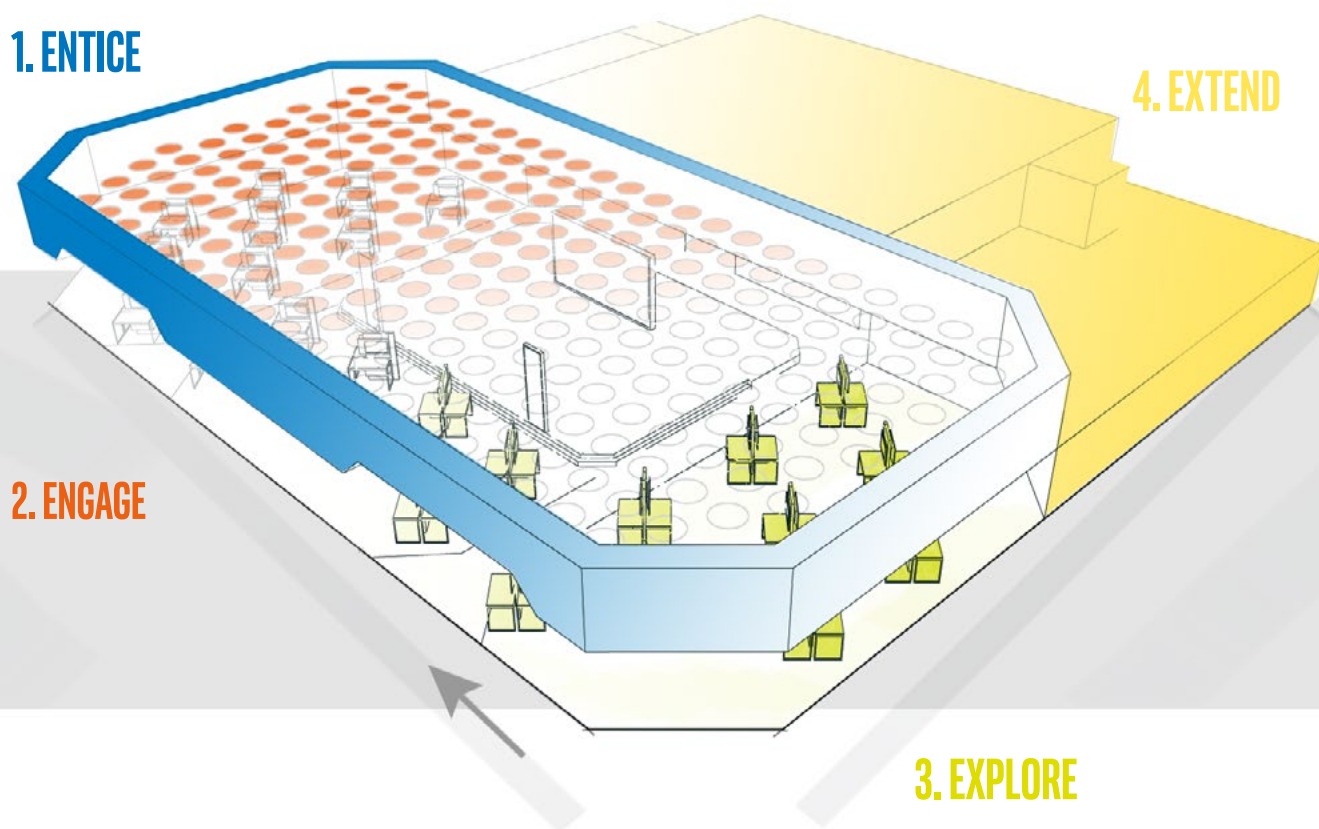
"At the end of the day, people won't remember what you said or did, they will remember how you made them feel"

Maya Angelou, Poet

### Strategic Direction

Meaningful exhibition experiences are the seamless culmination of thousands of design decisions, all ideally guided and informed by a single overarching creative vision, in this instance: to **entice**, **engage**, **explore** and **extend**.

### 1. ENTICE



### 1. ENTICE | ATTRACT THE AUDIENCE

Alongside Intel's new 'Experience What's Inside' branding, the 'Inside/Outside' campaign was created to reinforce the message **'Better Technology Inside = Better Experience Outside'**.

Both required huge graphic/digital exposure to maximise their impact.

Bold and inspiring architecture utilised the full 'volume' and clearly demarked the edges, emphasising 'Inside/Outside'.

A precise, deep fascia presented a clean, confident and instructive perimeter (Outside) clearly displaying super-sized new brand assets to passing traffic.

Peaked entrances allowed sightlines within, creating intrigue and curiosity, enticing visitors. In return, the fascia also formed an incredible void (Inside), a lofted space hosting an unexpected technology experience: the 'Curious Canopy'.



## 2. ENGAGE | FASCINATE AND INSPIRE

The 'Curious Canopy': an intelligent showcase of breakthrough technology, an extraordinary interactive ceiling installation which amazed the crowds and embodied the 'maker-culture' Intel empowers.

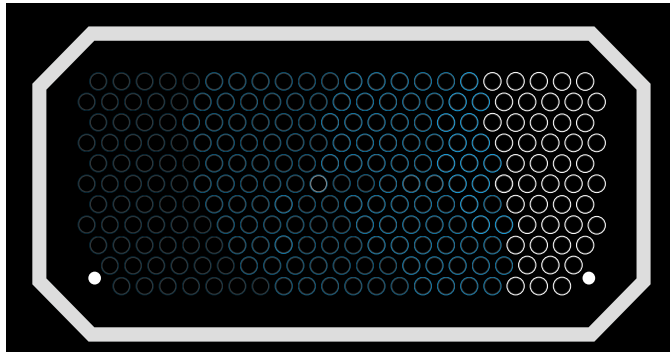
A vast array of custom-made LED rings, individually driven to create a physicalised 'system' of connectivity. Delightfully shareable and infectiously participative. A unique, artistic interpretation of Big Data and IoT.

The ceiling was curious. Observing its surroundings, responding to crowds, tracking activity beneath using real-time sensing. Each ring was controlled by Intel's Edison™ module, translating motion into beautiful, ceiling-wide animated lighting effects. Influenced by (and influencing) crowd motion with illuminated traces of light creating hypnotic digital flocks/swarms.

**Four 'modes' offered varying engagement changing the pace, focus and atmosphere:**

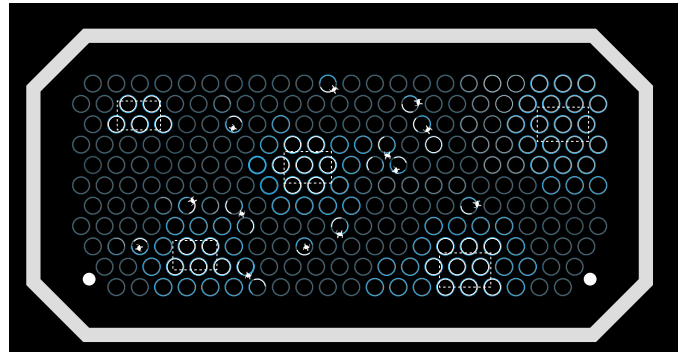
### DEMO MODE

A pre-programmed lightshow demonstrating powerful visual effects, showcasing the system's infinite possibilities.



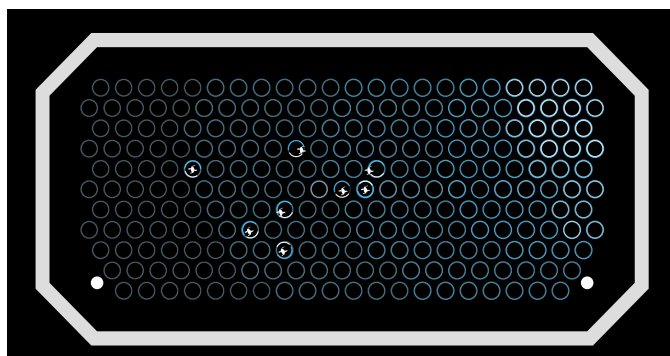
### CROWD MODE

Integrated PIR sensors within each ring gathered data driving stunning ceiling-wide effects informed by visitor movement.



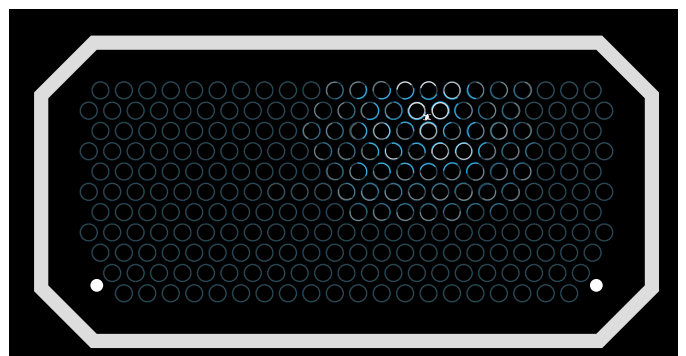
### FOCUS MODE

Highlighting specific spaces by delivering specialised lighting effects with 'epicentres' to support way-finding.



### DEVICE MODE

Triggers enabled particular devices to 'take over' the canopy, onboard gyroscopes provoked dramatic effects.







### 3. EXPLORE | PROMOTE DISCOVERY

Carefully considering MWC's visitor flow, we ensured access was uninhibited from all approaches. A clear 'journey' was demarked, linking key areas of demonstration, display and hospitality.

Engaging and directional from any approach, the 'Curious Canopy' visually highlighted focal destinations, pulling visitors from corner to corner, guiding towards all areas.

Great emphasis was placed on choreographed lighting and large-format digital technology to run alongside the 'Curious Canopy' delivering a unified brand expression. Intelligent way-finding systems, integrated digital content and professional staffing further encouraged discovery.

### 4. EXTEND | CREATE HYPE

'Story Telling to 'Story Dwelling' - every effort was made to encourage attendees to extend their visits, both physically (in the stand's lounges and 30 meeting rooms) and digitally via online likes/shares etc. Demo plinths were specifically designed enabling products to be touched, enjoyed and experienced. Personalised engagement was key to promoting visitor attention, retention and return.

**Delivering the unexpected through visually striking architecture, powerful digital content and unique demo storytelling to compel visitors to share their experiences.**



# 5.0

## SUMMARY OF RESULTS

### A 20 year working relationship

2LK and Intel have forged an honest and powerful collaborative approach to problem-solving since 1996. The MWC agency team, stand location/size and budget has remained unchanged since 2012 allowing clear context for evaluating (and declaring!) success.

Exceeding original objectives across all KPI's helps further reinforce the unique role of 'Experience Design' to drive tangible commercial results.

**Success was measured against established KPI targets and judged alongside results from past events, industry established 'norms' and competitor performance analysis.**

### A 'Must See'

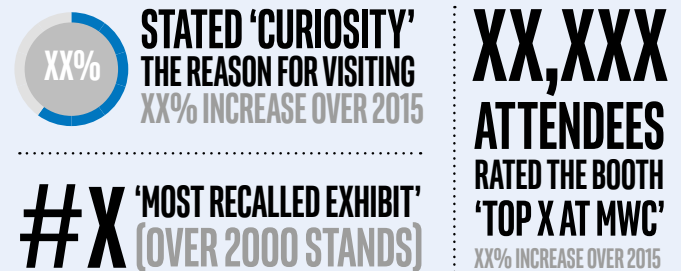
The Intel stand at MWC 2016 became an absolute 'must see' destination. The distinctively brave architectural form and the magical 'Curious Canopy' made significant contributions to the overall effect. Enticing visitors and creating 'hype' before any specific technology demonstrations could be seen. Clear cause and effect from commissioning intelligent and relevant design thinking.

### Visitor statistics

Success (and ROI) in the exhibition arena now relies more than ever on creating genuine brand ambassadors through engaging experiential design. To improve on any performance indicators at this event is challenging (particularly for long term exhibitors like Intel). Sophisticated and regular MWC audiences have 'seen it all before'. Even minor percentage increases are considered a significant improvement and thus deemed a real success.

#### 1. ENTICE | ACTION

Realising a significant architectural statement encouraged maximum visitor numbers by creating curiosity among attendees (visually on approach, via 'word of mouth' and through pre/post-show media reach) and generated lasting positive memories.



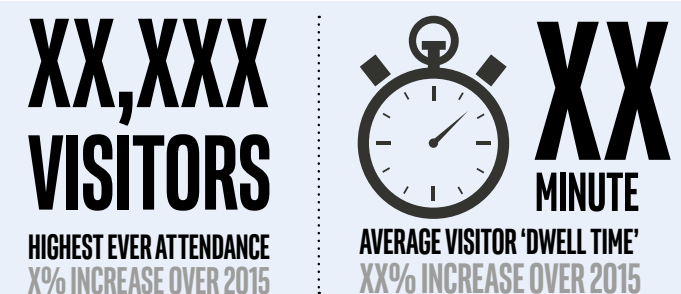
#### 2. ENGAGE | ACTION

Curating a truly immersive visitor experience alongside unexpected, participative technology demonstrations (active and passive) involved attendees, forging positive, authentic and memorable engagement.



#### 3. EXPLORE | ACTION

Encouraging visitor exploration with a considered and intuitive layout, intelligent way-finding systems, an integrated digital content strategy and professional staffing increased visitor attention, retention and return.



\* Intel's 'all show average' is comprised from over 30'000 surveys, carried out at over 450 international events since 1988.

\*\* 'Net Promoter Score' is a trademark of F.Reichheld, Bain & Co, and is calculated by subtracting those who are 'less likely to recommend, from those who are 'highly likely'.

\*\*\* 'Hi-tech norm' is based on results from over 100,000 surveys carried out at a range of technology events since 1953.



## Competitor Analysis

Tradeshows represent a uniquely competitive environment. Even brands that do not traditionally 'compete' suddenly find themselves fighting for media attention and visitor interest. Measuring results against competitors allows further context for design effectiveness.

**#X 'MOST INNOVATIVE' MWC BRAND**

**X% OF THE OVERALL MWC16 SOCIAL-MEDIA CONVERSATIONS (2000+ EXHIBITORS)**

**XX% 'STAFF INTERACTION RATE': BEST-IN-SHOW, INTEL AVERAGE XX%**

**#X IN OVERALL MWC SOCIAL MEDIA SOV**

## Future Proof

Although not the original intention, based on extremely strong performance metrics and the high impact with visitors, this experiential concept has since become a signature exhibiting style for Intel in Europe. Individual assets (demo pods, rings, furniture etc.) have been retained for re-use at future exhibitions throughout 2017 and will be reinstalled at MWC 2017.

Considering experience design as more than just a cost, but an investment with demonstrable return, ensures the value can be maximized. Beyond the obvious ROI gains, there are significant sustainability benefits to this approach along with increased brand recognition/familiarity.

## Exhibit Surveys

The majority of exhibit performance data referenced has come from independent research agency 'Exhibit Surveys Inc' (ESI) who conducted 2 surveys to collect; on-site 'exit' data, and post-site 'reflective' data. The same company compiles metrics for many other major exhibitors (competitors) allowing accurate and honest context for all results. Furthermore, ESI have collected and compiled over 100'000 survey results from major trade shows over the last 53 years. ESI Industry 'norms' are created each year from all survey results creating the most accurate industry 'benchmarks' possible.

\* 'Staff Interaction Rate' is the percentage of all visitors who had 'face to face' interaction, 'trials' divided by 'total traffic'.



## MEDIA REACH

The stand generated remarkable media traffic, vastly exceeding the results from all previous years through all measured channels across owned, earned and paid. Delivering the unexpected compelled visitors to share their experiences (online and offline).

### 4. EXTEND ACTION

Purposefully creating a visitor experience which encouraged attendees to extend their visit (online/offline) with a suite of high-spec lounges and meeting rooms to promote deeper discussion with general visitors, VIPs, buyers, analysts and press teams.



**XX%**  
OF TARGETED MEDIA COVERED INTEL



**#INTEL**

NO. X EXHIBITOR/BRANDED TWITTER  
'HANDLE' DURING MWC.



**XX%**  
INCREASE IN INTEL SOCIAL MEDIA  
MENTIONS (OVER MWC 2015 RESULTS)

**XX,XXX**  
TWEETS FEATURING #INTEL

XXX EDISON BOARDS  
CREATE A MOTION SENSING  
**MASTERPIECE**  
RINGING THE CEILING OF  
INTEL'S BOOTH AT #MWC16



**NICE BARSPIN!**  
INTEL CURIE TRACKS TRICKS  
ON THIS #BMX SMART BIKE  
FOR REAL-TIME DATA.  
#MWC16 INTEL.COM/CURIE



**XX,XXX**  
FACEBOOK POSTS



"DOMO ARIGATO, MR ROBOTO!"  
**#ANDROID**  
TAKES OVER THE  
INTEL BOOTH AT #MWC16.





## 6.0

# OTHER INFLUENCING FACTORS

**Pre, mid and post show activities can potentially influence performance for all exhibitors. The following factors should be considered when judging the effectiveness of this event:**

**Did the other ambient branding around Barcelona impact the figures?**

**No** – All exhibitors embark on aggressive 'ambient branding' campaigns at MWC, both online/offline. Huge graphic banners surround neighbouring hotels etc. and pre/mid show social media hype can be deafening (by no means unique to Intel or different to previous years at MWC).

**Does hype and excitement around new products released at the show affect the results?**

**Yes** – Without genuinely new and exciting technology to share, it's harder to engage with visitors, however, significant hardware announcements/launches occurred in Q1 2016. In-fact with almost 60 different technology stories on display (each occupying valuable space) there were no 'hero' products to capture headlines and sway results. 2LK were actively involved in product selection/rejection, acting as 'curators' to ensure only the best stories were being told in line with wider event strategies. Thus this year's results are perfectly comparable to previous years.

**Has the new branding influenced results?**

**No** – Despite a new identity, the re-brand was about repositioning Intel with 'Millennials' and supporting emerging technology stories, not actively pursuing headlines. Although the stand carried (and embodied) the new branding, there were no other significant forms of 'paid' media in Q1 (TV adverts etc) to support the brand or sway the 2016 figures.

**As MWC continues to grow as an event, is better performance data a natural evolution?**

**No** – As visitor numbers increase, so do the total number of exhibitors and the volume of stand space they book (along with budgets spend). Competition is fiercer now than ever before.

## 7.0

# RESEARCH RESOURCES

A wide range of metrics from multiple channels supports the design's effectiveness. Reliable data (qualitative and quantitative) has been accumulated to substantiate this success story through comprehensive, independent on-site 'exit' questionnaires, a massive post-show online survey, and extensive media analysis. Deeper context is supplied via competitor analysis at both MWC 2016 and other events, along with data from the wider exhibition industry.

- **GSMA official metrics**
- **ESI (Exhibit Surveys Inc.)**
- **Cisco, IBSG projections**
- **Ad Age, State of the Agency Market**
- **C&IT's State of the Industry Report**

## Credits

### Lead Agency, Design and Strategy

2LK

### Construction

LEVEL Exhibitions

### 'Curios Canopy' Technical Development

Jason Bruges Studio

### Lighting Design/Implementation

Stage Light Design

### Photography

Jamie Manfield, Steve Eastel, James Medcraft

### Stand Staff

PSS Professional Staffing Solutions