DBA Effectiveness Awards 2019.

For Publication Entry

Submission title:	The Wondercube: Intel at Mobile World Congress 2018
Client company:	Intel Corporation
Agencies:	2LK and Moving Brands
Submission date:	November 2018

Executive summary.

A truly unique visitor experience was needed to showcase Intel's pre-eminent role in the burgeoning 5G data economy at Mobile World Congress 2018. The result was an immersive, 900sqm stand experience anchored by The Wondercube, an enormous, showstopping digital centrepiece.

An endless flow of ever-changing content kept visitors mesmerised throughout the event, encouraging attention, retention and return – a dynamic expression of the power, scale and promise of 5G connectivity, powered by Intel.

The stand experience surpassed all objectives, despite a significantly smaller footprint (and investment) than key competitors, and under the contexts of fighting for a share of voice amongst 2,700 other exhibitors as well as less total visitors to the event versus 2017.

Two-thirds of attendees visited Intel:
(redacted confidential data) versus 2017

Number 3 most visited and most recalled exhibit:
(redacted confidential data)

In (redacted confidential data) rankings versus competitors
for key message alignment

(Redacted confidential data) YoY surge in VIP tours:
outdoes target by almost 25%

Case study overview.

Outline of Project Brief

Mobile World Congress (MWC) is the world's largest annual mobile-technology B2B trade show. Intel needed a powerful exhibit experience to communicate their leadership position in data and the 5G ecosystem.

It was vital for lead agency 2LK, supported by Moving Brands, to deliver a truly unique visitor experience to showcase Intel's pre-eminent role in the burgeoning data economy. No company unlocks the power of data better than Intel – to enrich lives, transform business and benefit society. Only Intel can seamlessly create, move, store, analyse, process and manage data on a massive scale. A bold, innovative and unexpected solution was needed to reflect this messaging.

Success was measured against KPI targets and also judged against the previous year's results:

- Visitor metrics
- VIP tour numbers
- Overall experience and value of information received on the stand
- Pre- versus post-event message alignment

Description: About 5G and Intel at MWC 2018

5G represents a quantum leap in human and technological possibility by unlocking the power of data. It brings together wireless, computing and the cloud to create a new unified technological foundation and a new, global marketplace rich with opportunities.

The result will be truly seamless, intelligently-delivered and highly-personalised services. Ubiquitous connectivity for every thing and every experience. Billions of devices (and machines) will align around a single, global wireless standard. With its unmatched breadth, depth and scale, Intel is collaborating with partners and the ecosystem to deliver the standards and solutions that enable this game-changing technology to become a reality.

Highlighting the following four 'proof point' areas at MWC 2018 was critical:

- **Olympics:** As an official IOC sponsor, Intel's 5G technology powered the world's first broad-scale 5G network at the PyeongChang 2018 Winter Olympics, just days before MWC2018.

- **Media and entertainment:** 5G's faster speed and ultra-low latency provide expanded connectivity to deliver new forms of rich media like 360 degree 8K virtual reality, facilitating more realistic and more immersive experiences.

- **Connected car:** Vehicles will become more convenient and more enjoyable with 5G connectivity. As increasing levels of automation are introduced, the driving experience will be transformed.

- **Smart cities:** Enabling billions of things to connect securely to network resources, 5G will help smart cities thrive – delivering valuable public services and boundless societal benefits.

Case study overview.

Description: Collaboration

Lead agency 2LK played an intrinsic part within the client's wider team to help amplify Intel's messaging at MWC 2018 by supporting the stand with a 360-degree strategy. This included staff/presenter training, press/social activities, demo experience development and digital content creation. Specialist partners provided software coding and onsite technical delivery, working to the lead agency's overall creative direction.

Description: Design solution

Intel's data capabilities give people the power to shape and transform social experiences. The MWC2018 strategy was to bring together experiential demos, interactive messaging and presentations into one coherent, compelling social experience – with data at the core.

Intel's immersive, 900sqm journey is anchored by The Wondercube, an enormous, showstopping digital centrepiece. This bold 6m x 6m x 6m LED cube acts as a visual spectacle to elicit curiosity, stimulate interaction and create wonder.

With a bespoke generative content engine, **The Wondercube outputs an endless flow of real time digital content** that adapts to the changing demands of a competitive trade show environment. Visuals are triggered by a range of data inputs to intuitively land the story of connectivity – from audio and motion responsive human interactivity, through to demos and live data feeds.

Designed to be an integrated part of the physical space, The Wondercube delivers clear and concise data-led storytelling across the four proof points: Olympics, media and entertainment, connected car and smart cities. Visitors can further explore these subjects at hands-on demo experience areas orbiting The Wondercube.

In addition to these physical and digital demo experiences, 50% of the stand's footprint (and budget) went towards a 5-star Business Centre to host clients, prospects, press and analysts. 17 high-spec meeting rooms, full-on catering and lounges feel more like a premium hotel than a trade show booth.

Case study overview.

Overview of the Market: Competitive environment

Communicating and marketing intangible technology such as 5G is a major challenge at the best of times, and even more so on the MWC trade show floor. Visitors have limited time and exhibitors must fight hard for share of voice amongst 2,700 others. It's also worth noting that MWC 2018 saw less total visitors than 2017.

Overview of the Market: Attendees

Attendee seniority at MWC is unmatched – it's not just B2B, it's turbo-charged B2B. C-Suite level roles represent 57% of the audience and many high-ranking government officials attend. These tech-savvy delegates are well informed, busy and hard to please. Content is king amongst delegates – especially for key influencers such as press, bloggers and analysts who are looking for engaging stands with easy to grab headlines and imagery.

Overview of the Market: Investment versus competitors

(Redacted confidential data.)

Overview of the Market: Measuring success

Success (and ROI) for trade shows relies more than ever on 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', so even minor percentage increases are considered a significant improvement and thus deemed a real success.

Project launch date: MWC 2018 was from 26 Feb-1 Mar 2018

Design fees: (Redacted confidential data.)

Results.

The Intel stand experience at MWC 2018 surpassed all objectives, despite a significantly smaller footprint (and investment) than key competitors, and under the context of fighting for a share of voice amongst 2,700 other exhibitors and less total visitors in 2018.

Two-thirds of attendees visited Intel: (redacted confidential data) versus 2017

Out of 107,000 total visitors, 71,700 people came to the Intel stand. Not only does this beat the (redacted confidential data) objective, but it's also a huge (redacted confidential data) increase versus 2017 – an amazing achievement in light of the fact that the 2018 stand was the same size and location as that in 2017.

Number 3: Most visited and most recalled exhibit

The stand not only met the objective to maintain a (redacted confidential data) position in 2018, but surpassed its (redacted confidential data) position in 2017. It was number 3 behind (redacted confidential data), and ahead of key competitor (redacted condfidential data).

Message alignment pre-versus post-event

Measured via pre- and post-event surveys, Intel excelled in its aspiration to be in the (redacted confidential data) rankings versus competitors for each of the following key messages. In fact, it came in the (redacted confidential data) for all of them – exactly what the stand was designed to communicate:

- (redacted confidential data): Shaping the future of data revolution with 5G
- (redacted confidential data): Leader in smart city technologies
- (redacted confidential data): Offers technology that is essential to transforming your business
- (redacted confidential data): Awareness of Intel as an Olympics technology partner
- (redacted confidential data): Driving the 5G Cloud to Network to Client ecosystem

Results.

(Redacted confidential data) visitors rated their overall stand experience as excellent/very good

This equaled Intel's benchmark of (redacted confidential data) for the visitor experience.

(Redacted confidential data) rated the value of information received on the stand to be extremely/very valuable

This exceeded the (redacted confidential data) benchmark.

(Redacted confidential data) YoY surge in VIP tours outperformed goal by (redacted confidential data)

Intel provided such a unique visitor experience that the organisers of MWC included it in (redacted confidential data) VIP tours, driving high-level C-Suite delegates directly to Intel. (Redacted confidential data) VIP tours of the stand in 2018 versus (redacted confidential data) in 2017 was a massive YoY increase that far outstripped an already ambitious YoY target for (redacted confidential data) growth.

Results.
Other influencing factors.

Was it pre- and mid-show marketing?

Pre-, mid- and post-show activities such as sales, marketing, press relations and social media can potentially influence performance for all exhibitors. Because all exhibitors partake in these activities one could argue that they are all on the same level playing field in this respect.

Did ambient branding around Barcelona impact the figures?

(Redacted confidential data.)

Was it the size of Intel's stand/investment?

No. In 2018, the total number of exhibitors grew, as well as the volume of stand space competitors booked, and competitors' budget spend increased too. Competition in 2018 was fiercer than ever before. Despite this, Intel maintained the same stand size and budget as it had in 2017, and still surpassed all benchmarks.

Was it the staff on site?

Staff interaction is a huge, integral part of the overall stand experience, one for which the lead agency played a major role to ensure all staff performed at their best, within all messaging, and in working alongside the physical elements of the stand like The Wondercube and demo areas. One cannot function properly without the other.

Was it press relations activities?

(Redacted confidential data.)

Research/data sources

Intel internal data
GMC: Global Insights and Analytics – Post-show survey March 2018
Freeman/ESI