



Project Title

Intel Corporation at CES 2014,
Las Vegas

Category

Temporary Exhibitions, Events
and Experiential Environments

Client Company

Intel Corporation

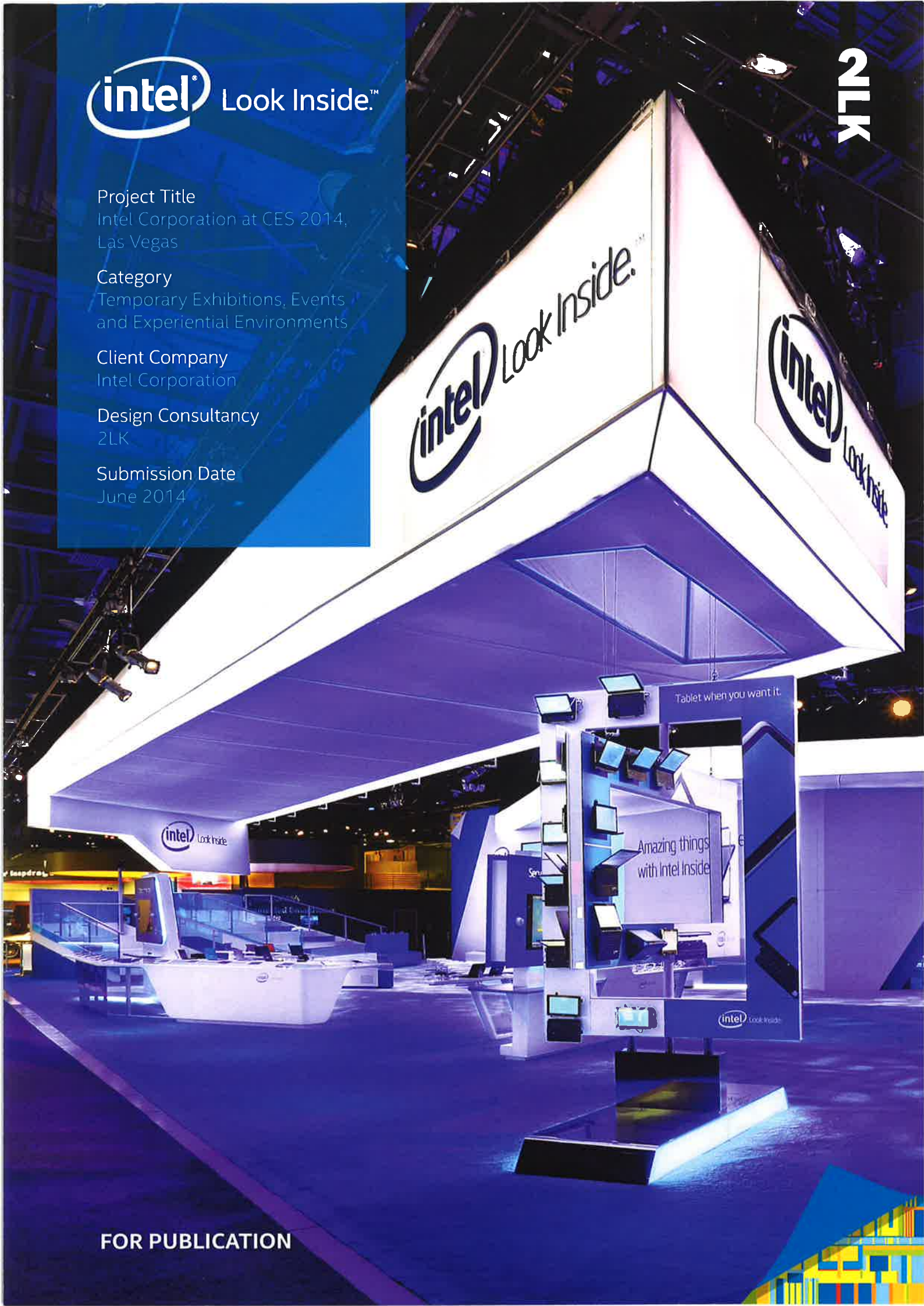
Design Consultancy

2LK

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2LK



FOR PUBLICATION

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Executive Summary



We re-evaluated, and re-designed every facet of the visitor journey through Intel's 12'000 square foot space.

The Consumer Electronics Show

Intel was determined to leverage CES 2014 as an opportunity to inspire brand advocates, and drive business growth by hosting an engaging exhibition experience to create emotional connections with the maximum number of visitors. Challenging objectives were set, each with a series of KPI targets, every one of which was exceeded.

Articulating the power of mobility, the breadth of devices, the application of new data and the innovation that Intel technology enables is a very complex story to distill. Success demanded a powerful, (and purposeful) experiential design strategy to deliver a compelling and intuitive 'connected experience' on the show floor. The results were astonishing:

- **The stand attracted a record 83'600 visitors (80% of all CES 2014 attendees).**
Average visitor experience - 20 minutes.
(almost double the 12 min norm).
- **The best 'Staff Interaction Rates' among all (measured) competitors, 95% stating 'excellent' or 'very good'.**
Enabled by improved layout and better way finding which increased access to staff and products.
- **A 60% average increase in product familiarity as a result of visiting (the highest to date for any Intel event).**
More intuitive demo counter designs were extremely successful in hosting product 'trials', thus increasing awareness.
- **An all-time high 'Net Promoter Score'* at +77%.**
Up significantly from +58% last year and exceeding the +29% show average.

Although not the original intention, this new experiential concept delivered such remarkable results across all performance metrics; it has since become a signature exhibiting 'style' for Intel for the next 2 years at both of their 'Tier 1' events, CES and MWC.

* 'Net Promoter Score' is a Loyalty metric to measure 'value' of customer relationships. A 'positive' NPS of +50 is universally considered as excellent



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Project Overview



**Purposeful architecture
to inspire involvement,
drive intent and elicit
positive reactions.**

3.1 Project Brief

Digital culture is evolving and consumers are embracing emerging technologies that change the way we create and consume content. We lead a more “connected life” at home, at work, and on the move.

The world's foremost producer of microprocessors issued 2LK a very challenging brief. The visitor experience needed to evolve, to grow relevance in the crowded and confusing 'mobile' landscape, to attract visitors onto the Intel stand and to put the latest technology and products into the hands of the buyers in a functional and inviting environment.

Success would be judged against specific, measurable objectives:

1. Increase the key performance metrics on the stand through trials, demos and meaningful communication with the visitors:
 - **Increase the 'Net Promoter Score'**
Create lasting positive relationships with the evolving Intel brand.
 - **Increase purchase Intent for Intel based products**
Raise awareness and interest across all innovation categories.
 - **Increase familiarity through 'hands on' product trials**
Improve staff interaction scores and the raise 'received value'.
2. Increase media reach, getting Intel noticed in the press, and across all forms of social networking to build awareness and re-enforce the brand. Drive improvements on coverage from previous years and achieve a 'top 10 status' for positive coverage.
3. Reinforce Intel's 'reason for being' ("enrich the lives of every person on earth") through simple, intuitive, engaging and emotional experiences that would connect the visitor to Intel and its innovations.



**A critical mass
of influential
individuals gather
to seek innovation,
and pursue tomorrow's
tech headlines**

3.2 Description

Intel has been exhibiting at the world's biggest consumer electronics show for over 10 years. However, as the pace of innovation continues to increase, consumer interest in (and thus media coverage of) technology has evolved. Many of the best innovations are now launched or 'bubble up' through social media and online news sources well in advance of this annual show. The net-net? CES attendees are better informed and harder to please, making effective experiential design more important than ever.

Trade shows represent a very unique marketing challenge; in no other situation do the clients present themselves toe to toe with the competition, vying for the attention of passing visitor's who are both savvy, and cynical.

The currency is content. Attendees want hard news that's exciting to report; tastefully presented brands and product level detail within approachable, intuitive and engaging booths.

For Intel, this event represents the single biggest experiential marketing activity in the calendar and a huge financial investment.



3.3 Overview of Market

Twenty years ago computer chips were a generally unknown component of PCs, a 'commodity' product that the vast majority of customers didn't see, many didn't understand, and large numbers didn't care about. Intel built a global mega brand around this commodity, becoming one of the world's most recognised 'ingredient brands', paving the way for many competitors in the process

However, marketing this almost intangible technology 'ingredient' is still a major challenge, especially on the trade show floor. This challenge is amplified when competing for attention with major product manufacturers (Samsung, LG, and Sony etc.) who have larger budgets, larger stand spaces, and a much clearer understanding from the visitor of who they are, and what they produce.

Intel's major competitors will all be positioned close together within similar (and in some cases bigger) stands. The sales battle is not only fought amongst each other through new products and innovations, but also against every other CES exhibitor vying for media attention and visitors interest.

Visitors expect instantly gratifying interaction with technology



3.4 Project Launch Date

CES is an annual show, 6th to 10th January 2014.

3.5 Size of Design Budget (confidential)

Total budget for Design, Manufacture and Implementation - **CONFIDENTIAL**

Design Budget - **CONFIDENTIAL**

(No budget change from CES 2013)

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Outline of Design Solution

Overview

Far more than just a 3D interpretation of the Intel brand, success required a coherent and professionally executed design 'strategy' that would seamlessly blend all experiential mediums, (physical, digital and personal) into each destination on the stand, and every facet of a new, more compelling visitor journey.



**Promote participation
and treat every touch
point as an opportunity
for engagement and
inspiration**

A Connected Experience

Drawing on our knowledge and experience of visitor flow around the venue (and the stand space itself), we created an active 'circuit' to link the key feature areas of demonstration, display and storytelling into an intuitive journey, guided by a huge architectural statement that wrapped around the entire stand space – 'The Helix'.

This precise, geometric and flowing form represented agility and 'ultra-mobility'. A single, surging, angular spiral that arched over the two main approaches greeting visitors and leading them through the booth. In a crowded exhibition 'wow factor' can only be achieved above head height, so we dominated the volume of the space with this illuminated 'helical' ceiling installation – a fluid canvas of choreographed lighting effects to attract attention and draw visitors into the stand space.

Engaging and directional from any approach and any start point, it visually highlighted, and physically linked the booth's key destinations. Pulling visitors from corner to corner guiding toward all areas of the booth, enabling discovery and promoting exploration.



Traffic Management

Going beyond surface level aesthetics, prioritising visitor experience and usability.

A vast majority of visitors approach the Intel stand through the same entrance into the venue. By creating and branding a custom 'arch' in the lobby (and positioning staff hosts) we extended the booth experience and framed this first touch point, subconsciously leading attendees directly into the booth from their first steps into the venue.

Balancing attraction with distraction, a tapered diagonal 'boulevard' was designed right through the heart of the stand, clearly dissecting the 'Helix'. Receiving visitors from the lead approach and encouraging them directly into the space where a carefully arranged series of demo banquets lined up to disrupt the journey. The final destination at the end of the boulevard was the 'Spotlight' theatre.

Amazing things happen with Intel Inside.™



'Spotlight' Storytelling

**"The only thing more
amazing than our
technology, is what
you'll do with it"**

Robert Noyce, Intel Founder

Finding inspiration from public spaces where diverse individuals gather, we created an enormous focal performance space in the heart of the stand, a 'spotlight' presentation area to promote meaningful, unexpected storytelling to engage with visitors and connect on an emotional level.

Visitors congregated on a tiered viewing terrace where talented performers, futurists, musicians, artists and scientists demonstrated how Intel technology enabled them to succeed in their field, and thus become incubators for new ideas. Stories that cut through the clutter, not laborious product preaching.

This pivotal destination formed the beating heart of the stand, facilitating both visitor attraction, and visitor retention. By inviting, including and inspiring attendees through this almost serendipitous brand experience we reached 'hearts and minds' to drive action and inspire advocacy.



Demo 'Banquets'

"Success breeds complacency. Complacency breeds failure."

Robert Noyce, Intel Founder

Embracing the emerging preference for simplicity, 125 devices (and 2 cars!) were distilled down to populate just a handful of purposeful 'destinations' each meticulously designed, clearly signposted and expertly staffed. A far cry from the old days of 30+ individual demo stations that so often led to visitor confusion and disorientation.

Mastering the fine art of selection and rejection, we created easily accessible, intuitive demo 'banquets', designed specifically to facilitate face-to-face interaction, and to promote participation with the maximum number of visitors (and products). Providing a place for personalized interaction and conversation, 'active' spaces to engage, inform and delight. Human, approachable and smart.



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Summary of results

Genuine 'emotional connections' with both brand and technology, forged via meaningful and honest experiences.

Creating Brand Ambassadors

Success (and ROI) in the exhibition arena now relies more than ever on creating brand ambassadors through engaging experiential design. High attendance alone means nothing without creating a positive impact and a lasting impression.

'Net Promoter Score' (NPS) is the 'loyalty' metric used to measure the relationship between brands and consumers to gauge the 'value' of customer relationships. NPS can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter). A 'positive' NPS of +50 is universally considered as excellent

The 'Net Promoter' score among visitors at CES 2014 was phenomenal, an all-time high of +77%, up significantly from +58% last year, and vastly exceeding the +29% show average.





**“The results are chart
topping for Intel's
history at CES and
your efforts helped
Intel to have our
most successful CES
program to date.”**

*Victor Torregroza
Intel, Event Strategy and
Program Manager
Jan 16th 2014*

Visitor statistics

To improve on any performance indicators at this event is a challenge (particularly for a long term exhibitor like Intel). A sophisticated and regular CES audience have 'seen it all before'. Even a small percentage increase in figures across any aspect of the metrics is considered a significant improvement, and thus deemed a real success.

The 2014 scores and feedback were extraordinarily positive:

- **83'600 unique visitors to the stand over 4 days**
(Reaching a record 80% of all CES attendees)
- **80% of visitors rated the overall stand design 'excellent' or 'very good'.**
(The highest ever for CES, decidedly higher than Intel's 'all-show' average of 55%)
- **61% of visitors indicated that the Intel booth was in the top 5 exhibits at the show.**
(An all time high, exceeding the Intel 'all show' average of 51%)
- **The average visitor 'dwell time' on the stand was 20 minutes**
(Almost double the 12 min norm)
- **84% gave 'extremely' or 'valuable' ratings across all exhibit areas measured.**
(A very positive indicator of overall visitor perception, and up from 75% last year)
- **53% of visitors claimed to receive 'high value' from the new stand experience.**
(Intel 'all show*' average 34%)
- **New intuitive demo 'banquets' hosted 48'500 hand-on product 'trials' reaching 46% of all CES attendees**
(CES show average - 22%)
- **Product familiarity through trials - a 60% 'average increase'**
(The highest to date for CES, bettering the 48% in 2013)
- **Improved way finding, and better signage resulted in the 'Find what you were looking for' results increasing to 62%**
(Versus 48% in 2013)

* Intel's 'All Show Average' is comprised from over 100'000 surveys, carried out at over 400 international events since 1988.

"We focused on showcasing new devices, immersive experiences, stories and performances."

*Victor Torregroza
Intel, Event Strategy and
Program Manager
Jan 16th 2014*

Competitor Analysis

The trade show floor represents a uniquely competitive environment. Even brands that do not traditionally 'compete' (for market share) suddenly find themselves fighting for media attention and visitors interest.

- **The Intel stand attracted the most attendees (83'600), and interacted with the highest number of visitors.**
(Compared to all market competitors measured.)
- **50% of visitors recorded 'much more likely to purchase' as a result of their time on the Intel stand, the highest compared to all (market) competitors measured.**
- **Intel received the highest 'staff interaction rate' among all (market) competitors measured.**
(95% stated overall experience with booth staff as 'excellent' or 'very good')



"Intel stole the show at this year's Consumer Electronics Show"

Forbes, Jan 9th 2014

Online Acceleration

Once seen as a strictly B2B event, CES is increasingly being considered as an opportunity to connect with highly influential consumers. A reported 80% of influential 'brand impressions' about consumer electronics are now generated by just 1.8% of online adults*.

Online 'activations' not only complimented the event experience, but also drastically extended the reach to a global audience. Organisers claim that in 2014, CES touched 1/3 of the world's population through its broad media coverage. This opportunity to reach super-influential consumers and leverage their audiences was key to re-enforcing the Intel brand internationally, showcasing the latest innovations and increasing purchase intent through awareness.

The stand generated remarkable online traffic, vastly exceeding the results from all previous years through all measured channels across owned, earned and paid.



- **66'361 Twitter mentions of the Intel stand during the 4 days of CES.**

(An increase of over 30'000 from 2013)

- **The 2 most 're-tweeted' CES articles that week came from visitors to the Intel stand.**

(Generating over 10'000 shares together)



- **The 3rd highest online 'Share of Voice' amongst all CES exhibitors.**

(Versus 6th in 2013)

- **Facebook campaigns resulted in 415'400 'actions' during the show over.**

(A 1.98% interaction rate)



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Other Influencing Factors

Pre, mid and post show activity can potentially influence performance for all exhibitors. We believe the following factors should be considered when judging the effectiveness of the event:

Did the corresponding Keynote address influence the figures?

Hopefully.

The same internal marketing team conceived the stand and the keynote address together to extend the reach of Intel at CES. The products and messaging relayed in the keynote helped to influence and inform the stand design to create parity across the two events.

Additionally, many competitors (Samsung, Qualcomm, Sony, Yahoo, Cisco etc) carried out similar keynote addresses in 2014 to the same audience of 2'600. Furthermore, Intel hosted a keynote in 2013, so all past figures are comparable.

As architects of Intel's 'Experiential Design Guidelines', 2LK and Intel collaborate regularly to help drive consistency across any coinciding events.

Did the other ambient branding around Las Vegas impact the figures?

No.

All competitors and major exhibitors embark on aggressive 'ambient branding' campaigns at CES, both online and off-line. Huge graphic banners hang off all neighboring hotels, airports etc and pre/mid show social media hype can be deafening. We have filtered our results to be specific to the stand, for example we reference the 80% of CES visitors whom spent time on the Intel stand, not the 90% 'total exposure*'.

Did the recent 'Look Inside' brand strategy update affect the results?

No.

Q3 2013 saw the launch of a new communications platform for Intel, 'Look Inside'. Created to provide a more strategic way to express the Intel brand promise of 'innovation' there were some new brand assets introduced, a new 'tone of voice' within messaging and some refreshed corporate imagery. 'Look Inside' was adopted gradually across all marketing channels, not staged to co-inside with any new products, and not 'launched' at CES.

* 'Total exposure' includes those who saw pre/at-show promotions, sponsorships, visited exhibit, attended the Intel keynote session, and/or social networking.



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Research Resources

“We demonstrated Intel’s innovation with a variety of proof points from storytelling, new product demos and experiences, and an entirely new exhibit design.”

*Victor Torregroza
Intel, Event Strategy
and Program Manager
Jan 16th 2014*



Research

The majority of data referenced has come from independent research agency 'Exhibit Surveys*' whom conducted 2 surveys to collect on-site 'exit' data, and post-site 'reflective' data (qualitative and quantitative). The same company compiles metrics for all major exhibitors (and competitors) allowing accurate and honest benchmarking. Additional references appear from:

- Forrester Research
- CEA post official show metrics

The Final Say

A 20 year working relationship between Intel and 2LK has forged an honest and powerful collaborative approach to problem solving. Exceeding the original business and design objectives across all KPI's at CES 2014 further re-enforced the unique role of experiential design to drive business success.

Based on the strong performance metrics, and the high impact with the visitors this experiential design concept has since become a signature exhibiting 'style' for Intel for the next 2 years at both of their 'Tier 1' events

* Exhibit Surveys Inc of New Jersey USA
www.exhibitsurveys.com