



CASE STUDY

CHAMPION EXPOSITION SERVICES



CLIENT	Champion Exposition Services , Middleboro, MA Trade-show exposition service
PROJECT	Precisely. To “project” Champion as a trade-show exposition company on a par with the national “big guys.”
CHALLENGE	Champion didn’t have anywhere near the budget of the big guys.
SOLUTION	CQ, a.k.a., Champion Quarterly, a newsletter that carried with it the look and feel of a national player able to go toe-to-toe in a pitch with anyone. A corresponding advertising campaign – C-level – also had the feel of a Wall Street Journal ad.
RESULTS	CQ and the contemporaneous ad campaign turned heads and opened doors. Prospects who previously hadn’t known about Champion were suddenly – and seriously – talking to Champion.



STRATEGIC COMMUNICATION

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COMPONENTS





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COMPONENTS





CASE STUDY

COMPONENTS

1.



2.



1. Tech Booklet 2. Trade ad