

Chambion Solution Contractor

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.



CASE STUDY

COMPONENTS



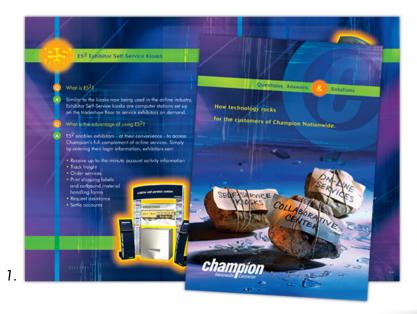


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