



CASE STUDY

ELECTRONIC LIGHTING, INC.



ELECTRONIC LIGHTING

Lighting @ Work

CLIENT

Electronic Lighting, Inc. (ELI), Newark, California
Lighting technology company

PROJECT

Themed Event: "The Offer You Can't Refuse"

CHALLENGE

To introduce a new product to lighting industry professionals at an industry trade show – in an unforgettable manner

SOLUTION

- Litos developed "The Offer You Can't Refuse," a multi-dimensional gangster-themed "speakeasy" event
- Implementation included everything from scripted performances to sending selected prospects a "fish" in the mail

RESULTS

Attracted 500+ industry guests to an off-site facility to view the client's product offering. Distributed 500+ take-away "Dossiers" which included company/product information and project case studies. Generated numerous qualified leads.

"Once we agreed on the theme, Litos really put the campaign into overdrive. People couldn't believe what they were seeing – who says "the Mob" and lighting technology don't mix?"

Joe Desmond, President, Electronic Lighting, Inc.



CASE STUDY



1.



2.

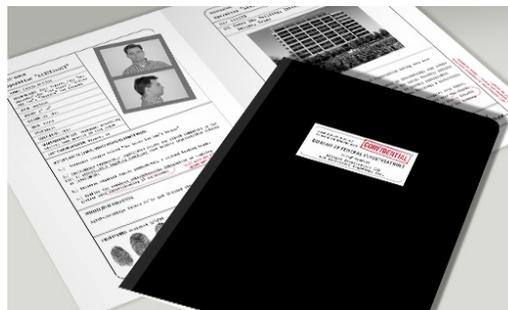


3.

COMPONENTS



4.



5.



6.

1. 2D event invitation for trade show attendees 2. 3D high-impact event invitation (select audience) 3. Event poster/print ad
4. Event Photos 5. Event take-away: "Dossier" highlighting ELL technology 6. Custom framed event photo op: trade show traffic builder