



DESIGN CENTER INC.

CASE STUDY

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Good Chemistry

Learn how a major player in the chemicals industry made the most of its presence at a leading industry trade show and doubled its leads.

Trade shows can be your greatest opportunity.

A major event such as the plastics industry showcase NPE (National Plastics Exhibition) brings together 60,000 industry professionals from over 21,100 companies.

It's a once every three years opportunity to interact with your most important customers.

Trade shows can be your greatest challenge.

At NPE, you are competing against more than more than 2,000 other exhibitors spread over a million square feet of exhibition space

In the case of NPE2015, you might be thinking that you have to one-up the fashion show—yes, fashion show—which launched the event.

It's easy to opt for bells, whistles, and a few fireworks. But the team was able to come up with a powerful solution by simply modifying an app they'd already created.

Working with Design Center, BASF chose a different route.

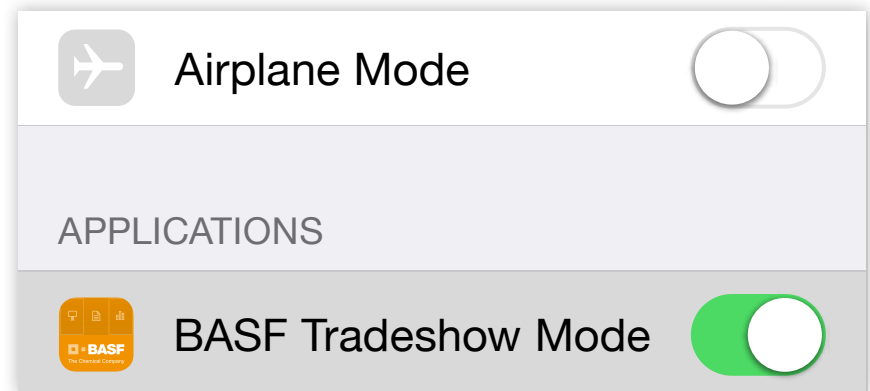
While others were using technology to feed the chaos, BASF worked with Design Center to use technology to create conversation. Real life, one-to-one conversations. They'd worked with Design Center to develop an iPad application that helped tell their story in less frenetic environments. And it was working well.

With some smart adaptations, it proved to be the key to NPE success.

The craft of digital meets the art of conversation.

BASF was literally holding the solution in their hands.

Design Center added a Tradeshow Mode, which could be activated in the app settings (anyone who's turned on Airplane Mode on their phone had the technical skills to do it).



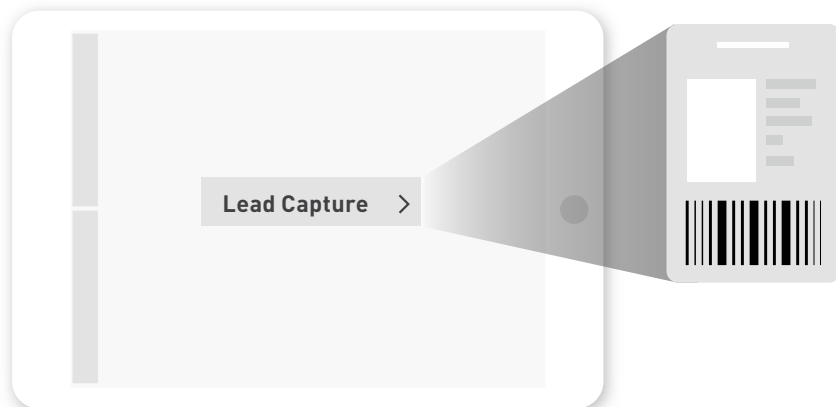
When activated, the Tradeshow Mode turned off superfluous functionality, allowing booth workers to focus on key content.

At the same time, tradeshow demand some special content. By hot-linking the new material within the app, booth personnel just clicked the button to bring it up.

Finally, they added a special screen with helpful information for the booth workers. The tradeshow screen presented schedules, maps, and other information workers would need.

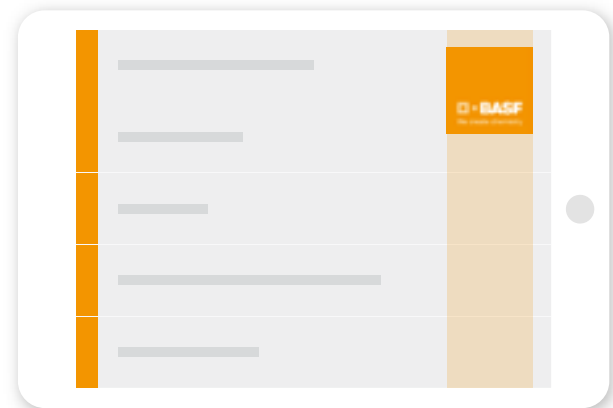
But how to turn conversations into leads?

Design Center built scanning functionality in the app. Just turn on the iPad camera, snap a photo of the attendee's badge. No need to spend valuable moments key entering information.

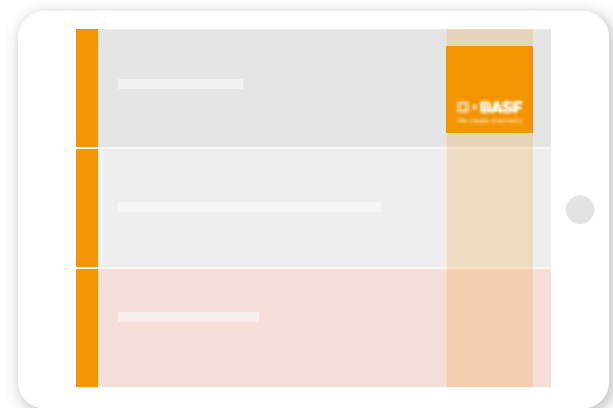


These efficiencies left more time for conversation. And the data capture enabled BASF to continue the discussion long after the event.

Original Sales Tool: Full Content



Tradeshow Mode: Targeted Content



Less was more. And quieter was louder.

How well did these simple modifications work? BASF doubled the number of leads generated compared to their previous show. And because they did it without gimmickry, they're confident that those leads are solid and qualified.

WHO IS BASF?

BASF SE is the world's leading chemical company. They combine economic success with environmental protection and social responsibility. Through science and innovation they enable customers in nearly every industry to meet the current and future needs of society. BASF Corporation is the largest affiliate of BASF SE.

WHO IS DESIGN CENTER?

Design Center's mission is to help great clients realize great ideas. To do this, they combine powerful insights, elegant design, and robust development.