

# EN

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## **A LOOK AT 2018**

The year in tech and private equity

## **NICK MORGAN**

What can MICE learn from festivals?

## **BRUNCHFEST**

The power of Instagram marketing

## **LORI HOINKES**

EN meets the Fresh Montgomery MD

## **Austen Hawkins**

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The managing director of F2F Events and chair of the AEO on the evolution of the industry, creating effective associations and why exhibitions are more valuable than ever



# Dynamic and strategic

**Ellie Edkins**, 3D creative designer at Phoenix Wharf, on a project brought to life for Vital Baby at Kind und Jugend 2018

## Tell us about the feature

UK-based baby accessories brand Vital Baby was looking for a completely new concept for their stand at this year's 'Kind und Jugend', Europe's leading show for the infant and child retail market. They selected Bristol-based designers Phoenix Wharf to fulfil the brief for a strategic and visually-dynamic 66sqm stand aimed at attracting new international distributors and retailers for its extensive product range.

## Why was it made?

The stand had to communicate a major step forwards for the brand via a clear narrative structure, focus product areas and impactful communications aimed at parents rather than children.

For the designers, an extra motivation was to prove the successful collaborative teamwork of Phoenix Wharf and sister company Ignition, an established exhibition, events and experience company, based in Bristol and the US. The designs incorporated Ignition's beMatrix modular kit, together with new, bespoke elements, creating a distinct stand architecture whilst also future-proofing the concept.

## Tell me about the process of creating it?

Phoenix Wharf kicked off the creative process by clarifying the brief and helping set creative and strategic parameters that defined what success would look like, for example, as well as creating a clear hierarchy of 'must-have' and 'nice-to-have' elements. Visual examples were created throughout the design process to ensure nothing was left to chance and to help establish client likes and dislikes, ensuring a successful design concept right from the outset.

Phoenix Wharf designed not only the stand but all graphic elements. Advising a simplified approach, product category breakdowns and single examples of display were created within a well-segmented stand that offered a clear journey and variety of presentation/



merchandising methods. Stand-out features included a 'new innovations hub', with a playful curved archway entrance and an eye-catching Perspex ceiling section with inset products on strings. A welcome area featured a cut-out section in the shape of a cloud (a brand motif), whilst the orange of the brand identity was used for dotted lines, directing visitors across the grey vinyl flooring. Custom graphic walls featured key hero products, whilst pendant lighting above the various round and square product plinths, set at different heights, highlighted merchandise and provided a more personal ambience to the space.

## Why do you consider it special?

Client Philip Doherty, national sales, business development & account manager at Vital Baby, summed it up: "When we looked into new ways to present Vital Baby at Kind und Jugend 2018, we sent our briefs to a few different design and exhibition services companies, as we were unsure what we wanted. We knew we had to build our presence and grow our recognition with some very key retailers and distributors, we just didn't know how.

"Phoenix Wharf were the only company

that was able to understand our (very vague) brief and deliver a design concept that was beyond our expectations. In a very short time, they were able to understand our brand, values, products and what we wanted to achieve with our exhibition. We can honestly say that this is the first time that we worked with an agency who were able to 'get us' so easily. The quality of the design is fantastic. Working with their sister company Ignition (who built the stand) was also so seamless we were 100 per cent confident that the end result would be amazing. It was. We had a great response from our existing customers, and gave us a great platform to introduce Vital Baby to the world stage which is exactly what we wanted to achieve." **EN**