

# HydeMartlet: Exhibition

**Audience:** 800+

**Location:** Hilton Brighton Metropole

**Project:** Exhibition



## Background & Objectives

HydeMartlet's objective was to communicate its new status to trade partners, government associations and other housing organisations. They were keen to achieve this in a fresh, fun way; they wanted to make a splash, draw people to their exhibition stand and get them smiling.

## The Experience

- A three day exhibition
- Stand 'No. 10' featuring 1920s sunbathers with the number 10 on their backs
- Staff wore HydeMartlet branded orange beachwear
- Branded deck chairs, real sand, decking and a candy floss machine!
- A treasure chest of prizes, orange and white rock lollipops, handheld orange windmills and branded beach bags

The highlight of the event, which became a focal point for all the delegates, was the Winkle Racing!

## Results & Outcomes

HydeMartlet's exhibition stand stole the show. As a result, there was a huge buzz around the stand and a consistently high footfall for the duration of the three days.

The event worked perfectly to launch the new HydeMartlet brand.

