



! PRIMARY GOAL: NEW CONSTRUCTCONNECT BRAND

NEW CONSIDERATIONS

With the launch of a national ad campaign "Before You Build" and a new product, we're launching a new ConstructConnect brand with a grittier look and feel. Darker colors, thicker lines, and distressed elements are encouraged. Orange and navy are the primary colors, but must be used considerably as to not overwhelm the audience. Booth elements should mimic commercial construction materials and textures.

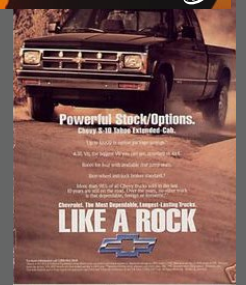
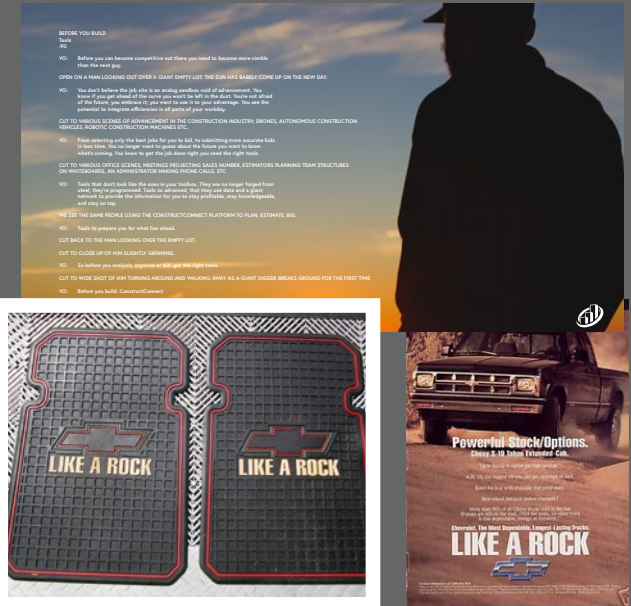
CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS

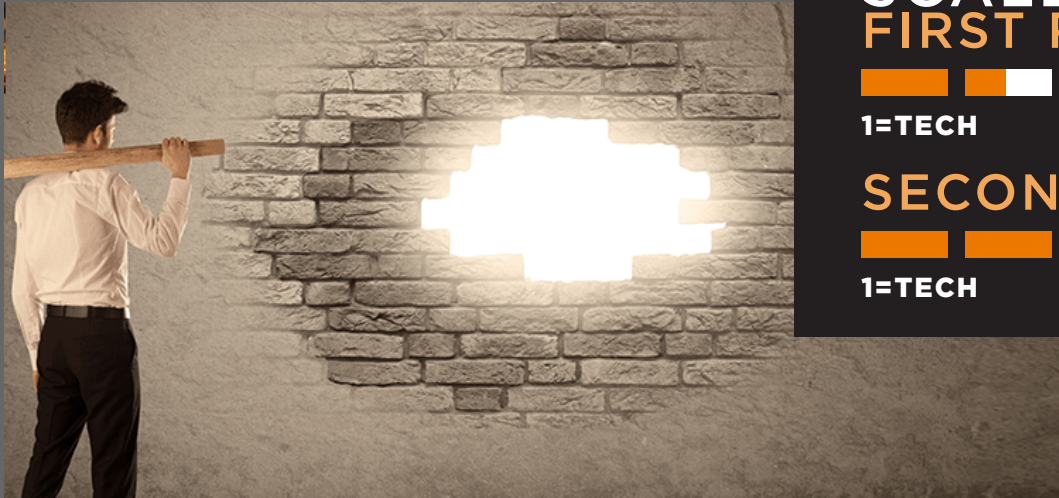


STRATEGY:
AUTHENTICITY

CONSIDERATIONS

The “**Before You Build**” campaign resonates with its appeal to the authentic needs and the “everyman” core of our construction customer base. Along with the **photo assets**, advertisements will be comparable to Chevy’s “Like A Rock” campaign – dependable, honest and heartfelt. The “Before you Build” campaign communicates our product’s promise to own pre-construction in a meaningful, emotional way.





TECH vs CONSTRUCTION SCALE FIRST ROUND DESIGNS



SECOND ROUND VISION



! STRATEGY SHIFT
TECHNOLOGY BREAKING THROUGH
TO THE CONSTRUCTION INDUSTRY

NEW CONSIDERATIONS

We want to communicate that **we work hard, just like our customers**, but include some indications that we are providing “breakthrough” technology that can transform the industry. Minimize the blocks of white and lighted panels - we need to meet our customers where they are.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



THEME.
SOLID FOUNDATION

CONSIDERATIONS

Much like real-world structures, heavier, “grounding” elements belong closer to the ground to communicate a solid foundation our customers can rely upon. Lighter framework structures and inventive light structures should be restricted to above audience heads, communicating possibility & future improvements.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS

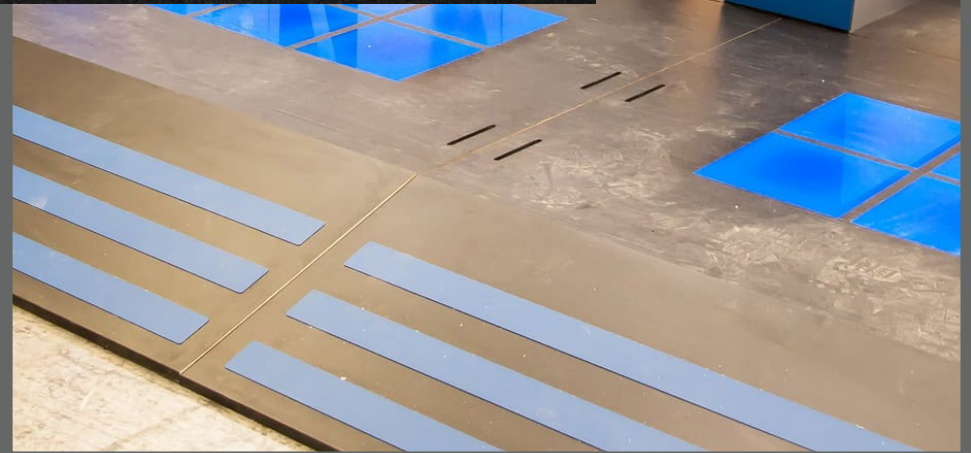
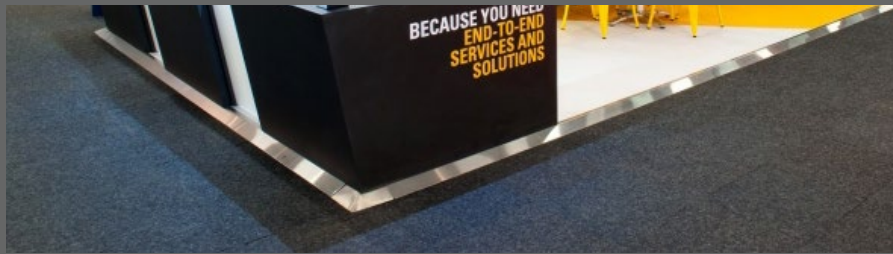
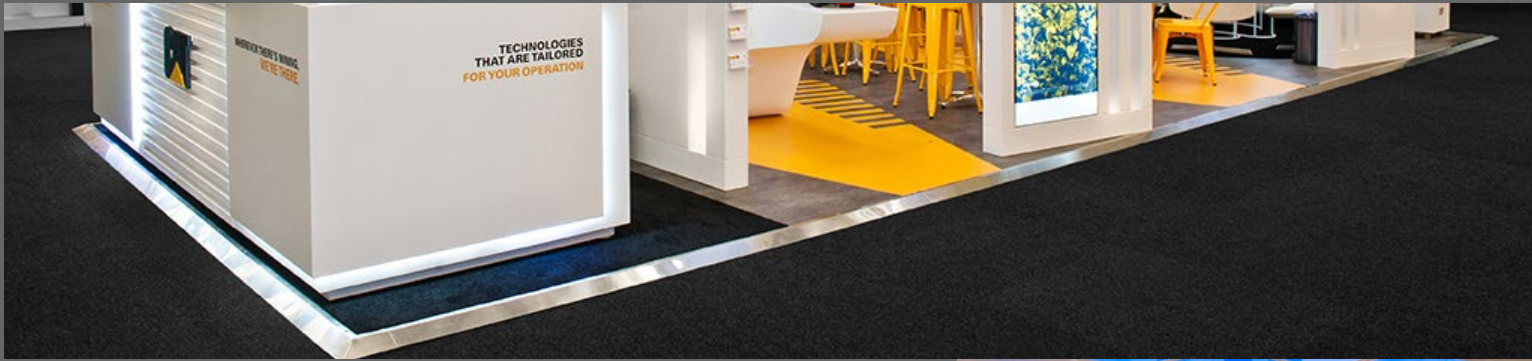


THEME:
DISTRESSED & EXPERIENCED, *NOT DIRTY*

CONSIDERATIONS

We would like to indicate hard work. Exploring distressed elements on graphics or text are encouraged. However, too much fake distressing, too dirty, or anything making structures look worn down or broken is discouraged. It was hard to find a CAT logo that was scuffed on used equipment online — we want to show the same pride in our booth.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS

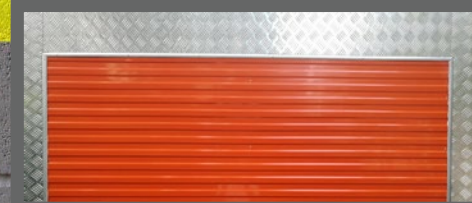


THEME: ELEVATION & DIRECTIONAL GRAPHICS

CONSIDERATIONS

Consider framing the booth with metal trim or elevating a portion of the booth, letting our audience feel a “step above.” Directional graphics, echoing road signage or using metal railings as another form of construction material to help direct flow is encouraged.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



THEME:
LAYERED TEXTURES, BUILDING BLOCKS

! CONSIDERATIONS

Hints of technology should be put into context with construction materials, and a consideration of the complexity of our message should be conveyed by layering textures and elements in a way that reinforces the solid foundation theme.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



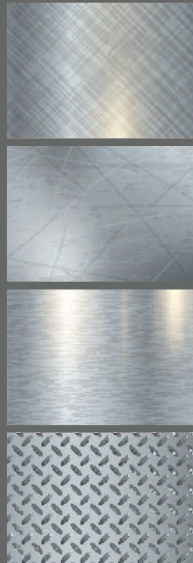
CONSTRUCTION MATERIALS & TEXTURES I

Concrete, Metal Faces & Trims, Brick, Steel Beams, Corrugated Metal, Trusses, Brick, Cinder-block, etc

CONSIDERATIONS

By exposing elements of what we use to build structures, we communicate authenticity as a visual metaphor.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



CONSTRUCTION MATERIALS & TEXTURES II

Concrete, Metal Faces & Trims, Brick, Steel Beams, Corrugated Metal, Trusses, Brick, Cinder-block, etc

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



CONSTRUCTION MATERIALS & TEXTURES III

Concrete, Metal Faces & Trims, Brick, Steel Beams, Corrugated Metal, Trusses, Brick, Cinder-block, etc

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



THE 25%: TECHNOLOGY MATERIALS & TEXTURES

breakthrough light blocks and other lighting elements, skyscraper windows, glass framed by steel

CONSIDERATIONS

As we shift to meet our customers at their level; subtly implied touches of technology, like light blocks and clean metal frames should still play a role. In contrast to the solid foundation elements we want closer to the ground, these aspirational elements should be overhead, adding to the sense of possibility.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



HYBRID EXAMPLES

examples of spaces that include both technology and industrial concepts reasonably.

BOOTH EXPERIENCE OUR PLANS



AMUSEMENT PARK MODEL

ATTRACT



ENTERTAIN



EXIT THROUGH THE GIFT SHOP

What brings people in?
Where are our entrance points?

What ride do we take them on?
Why do they want to take a demo?

How will they remember us?



AR EXPERIENCE & SHIRT GIVEAWAY

As part of our marketing engagement, we'll be creating an AR animation that will be reactive on at least shirts, to be given away. We are still working out the details of the animations, and how this will tell a story, but would like to find a way to showcase this in order to attract people to the booth, and entice them to take a demo.



SHOW-STOPPERS VS MODULARITY

CONSIDERATIONS

While large signage is something we want to consider renting for WOC, we are looking for a booth element that could be a real show stopper on the floor. Something construction themed would be ideal, but interesting architecture could also be the draw. We would especially like to see this show stopper be part of the modular booth design, something we could take with us as we scale down.

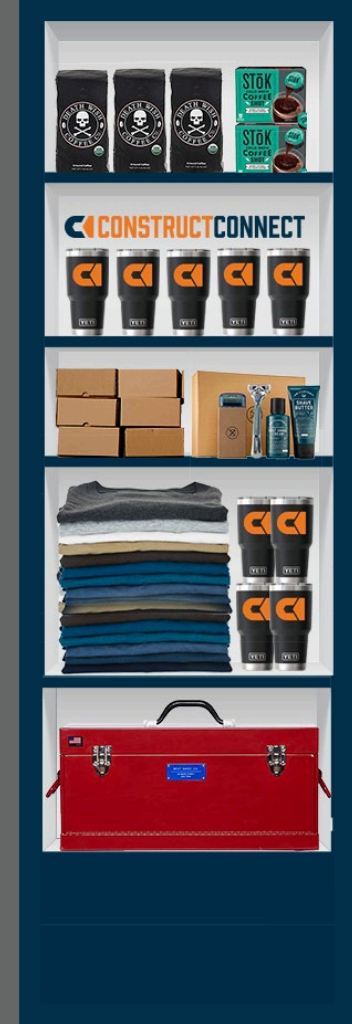
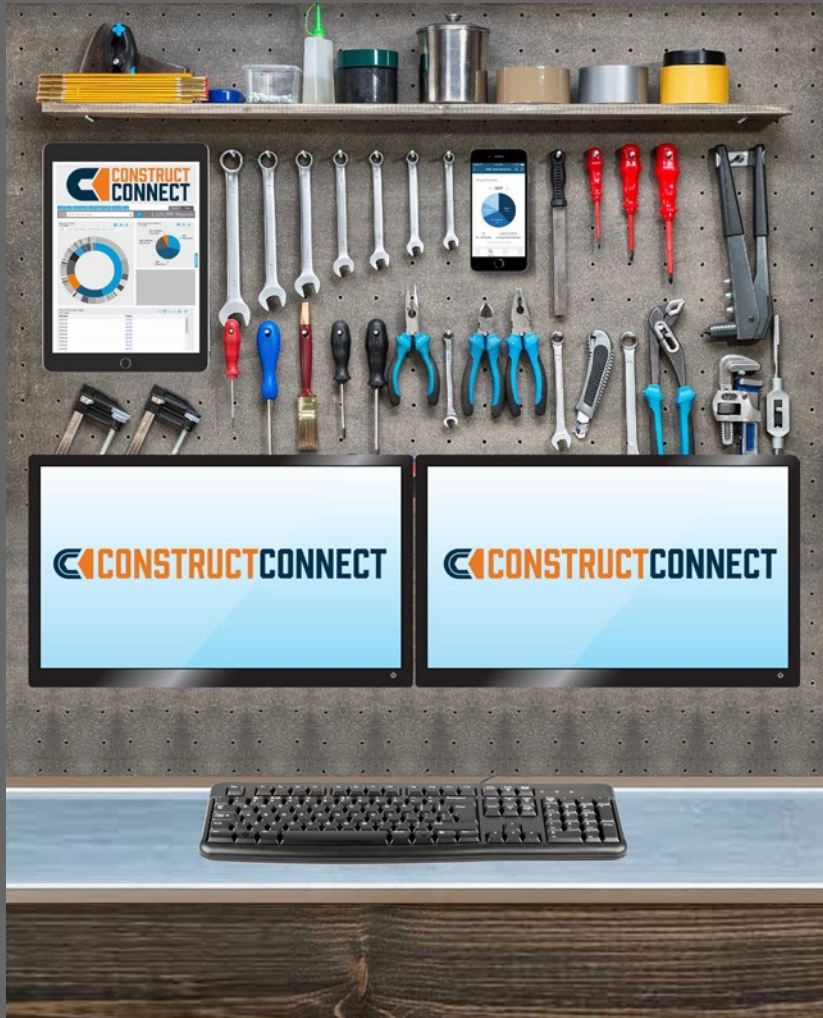
CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



CONSTRUCTION MATERIAL APPROPRIATION

Consider how to use construction looking materials to put the industry “in a new light” for WOC attendees. How we will transform the industry represents an opportunity for “a smile in the mind” and maybe something show stopping at eye level.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



WHAT MAKES OUR CUSTOMERS FEEL AT HOME?

Two possibilities: Present technology as an everyday, essential tool in their toolbox. Consider creating demo stations to resemble work benches, with construction tools on a pegboard. Design endcaps to include the AR shirts as well as other items our customers use to “start their day” to echo the before you build theme (breakfast items, coffee, etc.).



PHOTO ASSETS

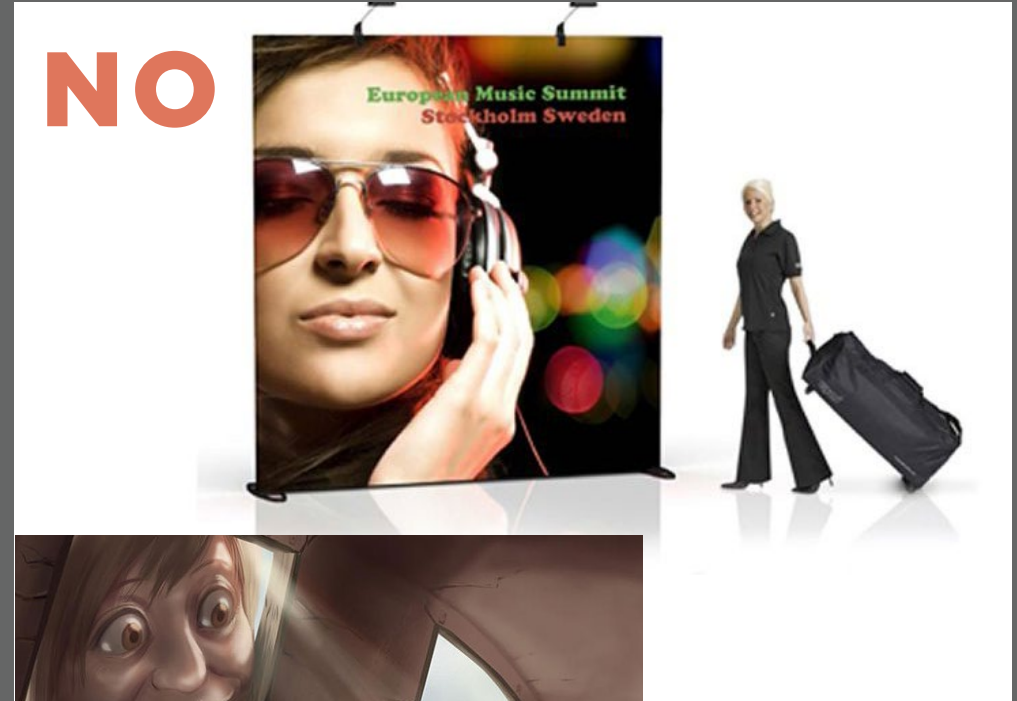
NEW CONSTRUCTCONNECT BRAND

These images will be used in the “Before you Build” campaign. Booth elements should reflect the kind of texture and realism captured with these images. Separate doc attached.

YES



NO



PORTRAIT USAGE

In the interest of authenticity, avoid situations where giant people images are at eye level with attendees. Other structural elements should be used to garner attention. If using oversized portraits use clearly overhead, otherwise scale the size of the framing device down so that it can stand on it's own as photography.

MUST HAVES

- plush carpet - maybe off-brand but we <3 our reps
- large, above head video or projection area
- closet storage area
- 8 demo stations, dual side by side screens
- Modularity (10x20, 20x20, 20x30, 40x40)
- Mobile demo stations
- Speaker/presentation space
- high impact space for graphics

NEW CONSIDERATIONS

We will be leaning into the new brand with media buys and an TBD AR experience, so certain elements need to be present in order for us to get the most business use out of any booth

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



!PLEASE DON'T: MISTAKE CONSTRUCTION FOR HANDMADE CONSIDERATIONS

Outside of certain requests keep in mind that our audience works in **commercial construction - not home improvement**, touches that make us look too residential, like home finishings, or too urban, like old brick & cast iron should be avoided. Wood does not need to be avoided outright but should only be used with care and purpose.

CONSTRUCTCONNECT 2019 TRADE SHOW MOODBOARDS



PLEASE DON'T: MISTAKE CONSTRUCTION FOR CHEAP CONSIDERATIONS

In addition to avoiding urban or residential implications, leaning too far in to the idea of exposing authenticity can also end up looking cheap or like our booth elements are not as solid and reliable as our brand.



PLEASE DON'T: ASSUME TEXTURES CAN JUST BE PRINTS CONSIDERATIONS

While we obviously won't be using real concrete, cinder-block, brick or steel, some consideration should be given to how the printed material will simulate actual textures.