

## Hitachi North America: CEDIA Exhibit

### Objective:

Create a new look for Hitachi's Space in the CEDIA Trade event in Colorado. CEDIA: Custom Electronics Design & Installers Association.

The company sought a new design for their 50'X60' space. The exhibit was to have a double deck for partner meetings as well as vignettes demonstrating the versatility of Hitachi's plasmas in various rooms in a typical home. The overall look should tie together with Hitachi's global branding strategy.

### Target Audience:

Home Electronics dealers & installation experts. Buyers also include large electronics retailers such as Best Buy and Circuit City.

### Strategy:

Create a new three dimensional broad identity demonstrating the strength and quality of Hitachi products. The large red three dimensional curved ring unified the space bringing the various vignettes and double deck together. The space created a funnel effect that kept attendee's within the booth until they explored all key area's then they were greeted with a personal meeting at their upstairs bar area.

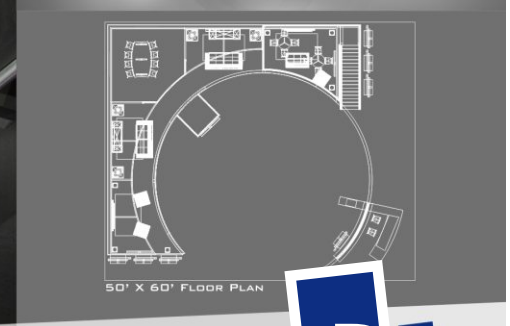
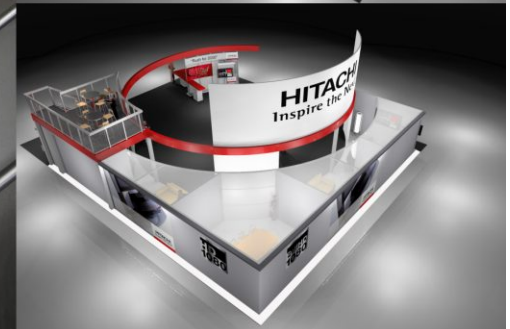
### Result:

According to Debbie Bright, Hitachi North America's exhibit marketing manager, "This year at the CEDIA show in Denver was the best we have ever had". "We had at least a 50% increase in traffic and allowed us to set up many critical dealer meetings". "Overall the booth was a complete success and PG shined as our exhibit house."

C a s e S t u d y : H i t a c h i N o r t h A m e r i c a



# Hitachi 50'X 60' Exhibit



## Case Study: Hitachi North America

