



## CASE STUDY: IDEAWORKS MARKETING

### KEY HIGHLIGHTS

- Created a customized portfolio of exhibit management solutions to meet the agency's diverse client needs.
- Worked in partnership with the agency to develop a varied offering of exhibit booth designs and configurations for client consideration.
- Enhanced the agency's exhibit offering by including additional signage solutions including freestanding banners, kiosks and other elements.

### CHALLENGE

Ideaworks Marketing, a full-service marketing and design agency specializing in food and hospitality business development was seeking a multi-dimensional, large format graphics partner who could handle a variety of trade show requirements for a number of the agency's national clients. While a multitude of trade show management organizations exist in the market today that could meet the agency's diverse needs, Ideaworks executive leadership was particularly interested in a creating a partnership with a company that had the talent, resources and experience necessary to address the varying exhibiting and logistical needs of its clients.



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Brand Graphic Solutions is a true partner of ours and has helped us expand the portfolio of services we offer our clients. Their understanding of our business as well as their commitment to our success makes them a go-to resource for our team. Quality people who produce quality work...that's BGS.

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**DONNA HANSBURY**  
PRESIDENT  
IDEAWORKS MARKETING

## SOLUTION

Representatives from Brand Graphic Solutions initially met with the Ideaworks leadership team to discuss not only the expected deliverables of the required services, but more importantly, to explore the potential of building a long-term partnership. Because of the fluid and demanding nature of the agency's business, it was essential that the culture and service commitment of BGS matched that of Ideaworks in order to completely satisfy its clients. In a very short period of time, Ideaworks quickly determined that BGS was the right fit both in terms of its capabilities and commitment.

## RESULTS

As a result of its newly formed partnership with Ideaworks Marketing, BGS has completed a number of trade show brand graphic packages for the agency's clients ranging from standard ten foot booth designs to more elaborate multi-media brand presentations. The BGS team works hand-in-hand with Ideaworks' creative department to translate their vision and designs into workable trade show displays that can be produced on time and on budget. The success of this partnership on the trade show initiative has also resulted in increased agency assignments for BGS in other areas of brand graphics including in-store signage, point-of-sale displays, large-scale promotional materials and sales collateral.



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