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**Project title**

Ecobuild your future

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**Category**

Museums, galleries, events and visitor attractions

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**Client company**

International Business Events Ltd

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**Design consultancy**

Bostock and Pollitt Ltd

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**Date**

July 2011

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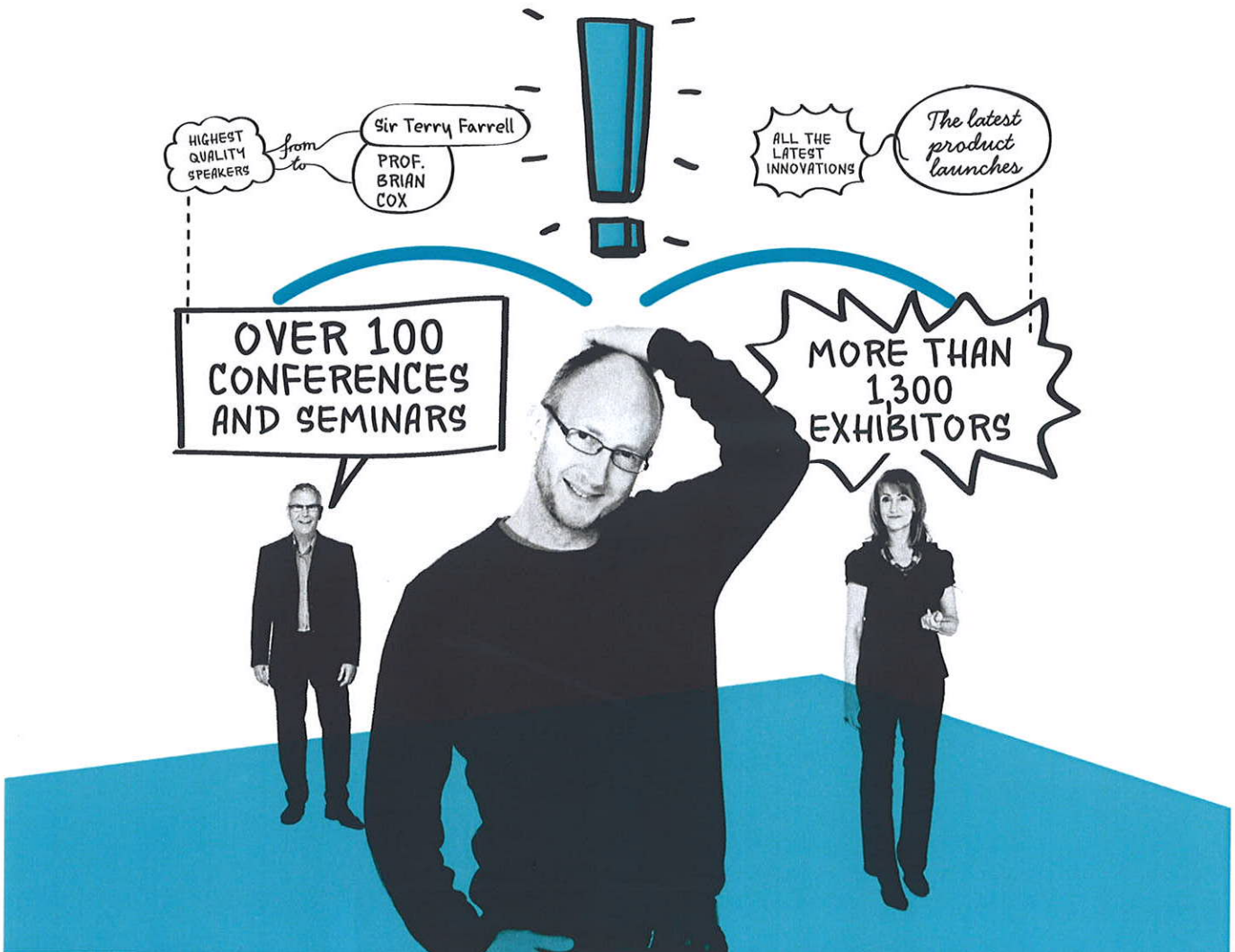
**For publication**

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**Bostock and Pollitt's work has transformed the way we think about our brand. We now see the power that a clear brand proposition can have and the impact it can have on the success of our business.**

Moira Edwards,  
International Business Events Ltd



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## Executive Summary



### Pre-registration for Ecobuild visitor tickets increased by 45% (exceeding targets by 20%)

Ecobuild is a major UK event, presenting the future of design, construction and the built environment. It showcases the latest developments, new product launches and the people who matter.

The construction industry in the UK had been badly hit by the recession. Events serving the sector were struggling, and attendance figures were in decline across the board.

Despite the gloomy outlook, Ecobuild had big plans for the future. For 2011, Ecobuild was moving from its old home in Earl's Court to a venue with more than double the capacity: the ExCel centre in London's Docklands. For the move to succeed, Ecobuild needed to increase pre-registration for visitor tickets by 25% on the previous year and event attendance by 20% to 50,000+. They asked us to create a promotional campaign to help them meet this ambitious target.

Our response was to go beyond the brief by creating a powerful new brand proposition for Ecobuild, and then building a distinctive campaign around it which ran through all event collateral including event signage. The core idea clearly defined Ecobuild's strengths and positioned it as the one must-attend construction event in the UK.

Visitor numbers for the 2011 Ecobuild event bucked the downward trend in the industry. While average attendance for events across the sector had been declining 3% year on year (source: Exhibition News, 12.07.11), pre-registration for Ecobuild visitor tickets increased by 45% and event attendance by 34%. This exceeded their targets by 20% and 14% respectively.

**Word count – 244**



**We asked for an event campaign. What we received was much more powerful: a brand positioning that will give all our future campaigns consistency, stand-out and recognition.**

David Wood,  
International Business Events Ltd

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## Project overview

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### Outline of project brief

Our brief was to design a promotional campaign to raise awareness of Ecobuild and increase attendance levels at the 2011 event.

#### The key objectives

- Increase pre-registration for visitor tickets by 25% on the previous year and event attendance by 20% to 50,000+.
- Establish Ecobuild as the must-attend event for professionals interested in sustainable design and construction
- Ensure that the move to ExCel is seen as a positive one, and that it's just as easy to get to as Earl's Court.
- Increase attendance from international audience.

#### The key issues

- Both the construction and the events industry were in decline.
- The media schedule and planning was restricted to existing contra deals with exhibitors so the campaign had no hard media spend.
- Diverse audience profiles spread across a multitude of groups.
- Limited tracking of results of visitor marketing campaigns from previous years.



## Project overview

### Description

Ecobuild is a major event for sustainable design, construction and the built environment. It was launched in 2005 as a “confex” (a combination of conference and exhibition), and today it remains a unique opportunity for construction professionals to get hands-on experience of the latest products while learning from industry thought leaders.

Despite the sharp downturn in the construction industry, Ecobuild had ambitious plans for growth. For 2010 they had decided to move to the ExCel Centre in London's Docklands, a venue more than double the size of its previous home in Earl's Court.

For the move to succeed, Ecobuild hoped to capitalise on a renewed interest in sustainable construction and raise visitor pre-registration and attendance levels, at a time when all visitor trends for events in the industry were pointing in the opposite direction.

#### Previous logo



#### Previous communication



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## Project overview



**Competitive events and media serving the sector are struggling. Interbuild is barely a shadow of its former self, with a core visitor audience who are suffering badly in the downturn. Attendance dropped from 40,000 in 2007 to 20,000 in 2010 with the show finally being cancelled in 2011.**

(source: Exhibition News 03.03.11)

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## Overview of the market

Construction had been hit particularly badly in the recession. News of projects shelved, layoffs and closures were emerging almost daily. As a result, suppliers were making hard choices about where to spend their budgets.

All this wasn't boding well for the events serving the sector. Where previously suppliers might have chosen to exhibit at several events, now the tendency was to restrict the choice to what was absolutely necessary. At the same time, the audience for the events – builders, designers, engineers and others – were also suffering from the downturn and limiting the number of events they attended each year.

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## Project launch date

01.11.10

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## Size of design budget

£100,000

## Project overview

## Outline of design solution

### The brand proposition

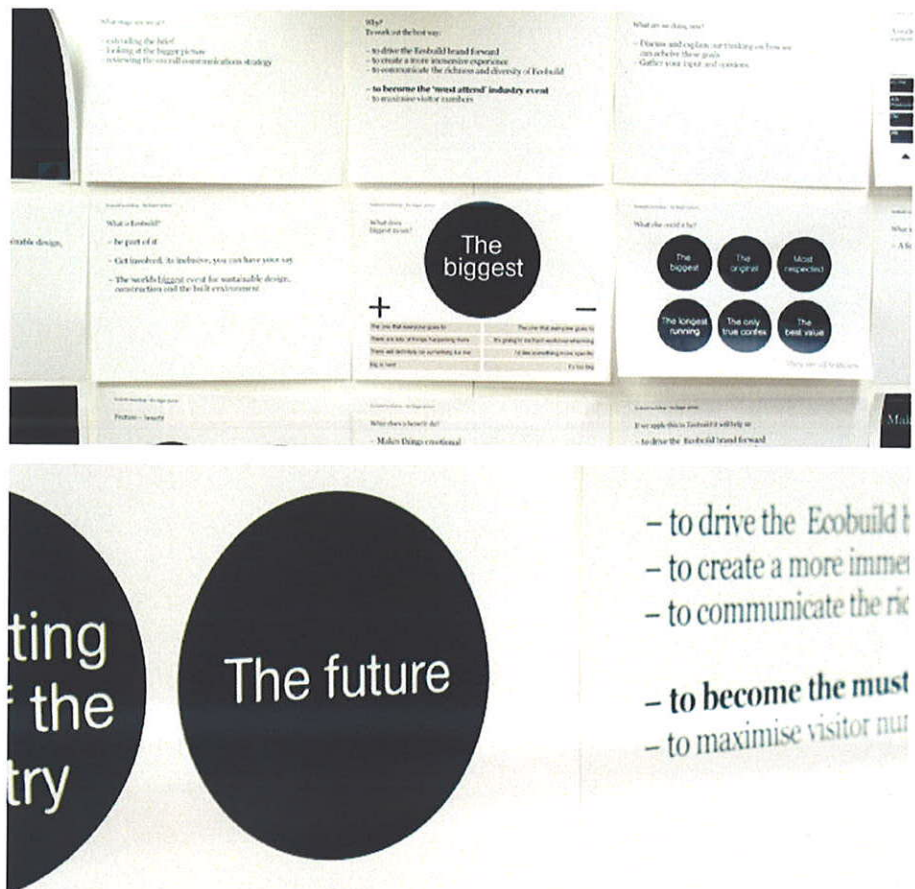
In the past, Ecobuild had articulated its offer purely in terms of its size. We wanted to define a brand offer that more clearly expressed its vision and ambition.

The idea that "Ecobuild is the future of the built environment" positions Ecobuild as the pioneer in its sector – the place where the future of construction takes shape. It gives the brand the focus and the stable platform it needed to develop its voice and grow its influence in the industry.

### Brand proposition

**Ecobuild is the future of the built environment.**

### Strategy





Project overview

Outline of design solution (continued)

The campaign

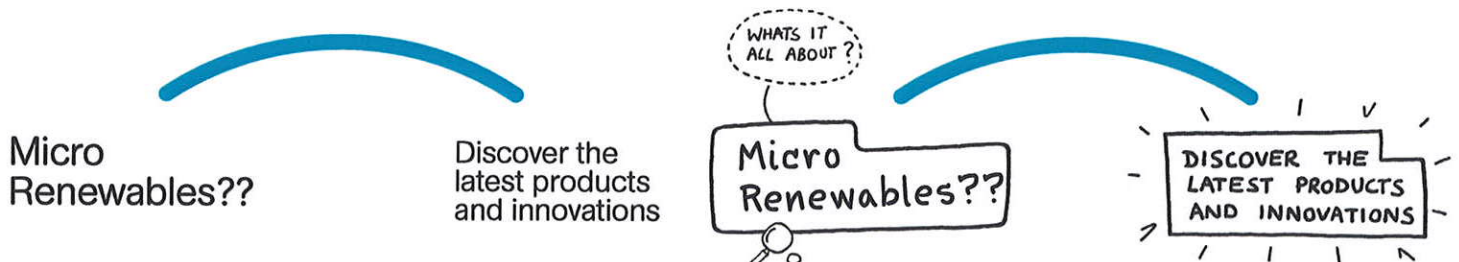
The next step was to translate this offer into an integrated campaign for the 2011 event that would appeal to Ecobuild's varied audience. Our challenge was to communicate the richness and diversity of the event across all media channels, and at the event itself.

Previous campaigns had focused on features of the event. We switched the focus to the audience. An aspirational strapline – "Ecobuild your future" – became the core of a campaign highlighting the benefits of attending: the chance to network and learn from leading figures in construction, explore the latest developments and innovations, and stay ahead of the curve in the industry.

Campaign idea  
Graphic articulation



Campaign idea  
Developing specific messages



## Project overview

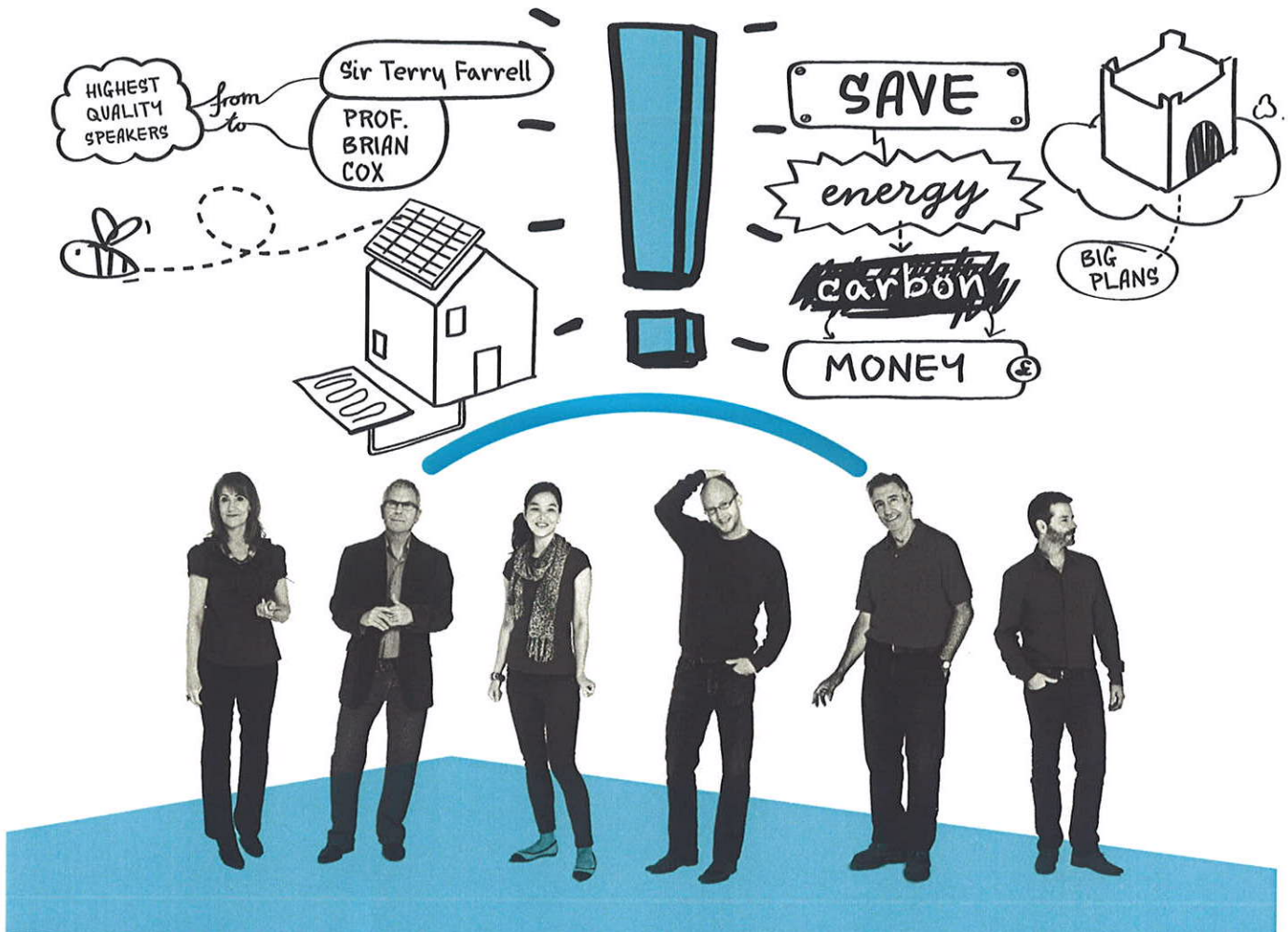
### Outline of design solution (continued)

#### Visual language

Avoiding the cold, technology-focused imagery often used by the construction industry, we developed a distinctive visual language for the campaign that feels warm and human. Cut-out portraits and hand-drawn illustrations help to create a sense of collaboration and interactivity.

Word count – 229

#### Visual language





Project overview

Outline of design solution (continued)

Various generic and targeted advertising

## ecobuild your future

More than 1,300 exhibitors, 600 speakers, over 100 conference and seminar sessions and dozens of attractions. The latest developments, new product launches and the people who make the difference.

Ecobuild is the future of design, construction and the built environment.

Tuesday 01 - Thursday 03 March 2011  
ExCeL, London [www.ecobuild.co.uk](http://www.ecobuild.co.uk)

Get your free ticket here

HIGHEST QUALITY SPEAKERS from Sir Terry Farrell and Prof. Brian Cox

ALL THE LATEST INNOVATIONS The latest product launches

OVER 100 CONFERENCES AND SEMINARS

MORE THAN 1,300 EXHIBITORS

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## ecobuild your knowledge

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DISCOVER BOTH AT ECOBUILD

I WANT BEAUTIFUL NEW MATERIALS THAT ARE SUSTAINABLE

I WANT SUSTAINABLE NEW MATERIALS THAT ARE BEAUTIFUL

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OVER 600 SPEAKERS

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Other influencing factors

“”  
**That the new design achieved this level of success against the background of such tough economic conditions is a testament to the power of creative thinking.**

Moira Edwards,  
 International Business Events Ltd

**Our approach**

Our approach addressed the limitations of the existing brand platform and established a flexible and scalable solution that encompassed all touch-points. Collateral for channels that we did not produce directly were created from a brand toolkit we provided to third party partners. We are therefore confident that our design and communications solution was instrumental in the success of Ecobuild in 2011.

**Declining market place**

As stated previously this success was achieved in a declining market and, more specifically, in a sector facing massive cuts and job losses. In the words of industry magazine, Exhibition News:

“Competitive events and media serving the sector are struggling. Interbuild is barely a shadow of its former self, with a core visitor audience who are suffering badly in the downturn. Attendance has dropped from 40,000 in 2007 to 20,000 in 2010 with the show finally being cancelled in 2011”.  
 (source: Exhibition News 03.03.11)

Website





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## Summary of results

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### Increase in pre-registration

**45%** increase in Pre-registration for Ecobuild visitor tickets (exceeding targets by 20%)

*Source: International Business Events Ltd*

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### Increase in event attendance

**34%** increase in event attendance on the previous year (exceeding their targets by 14%)

*Source: International Business Events Ltd*

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### Increase in event attendance

**100%** increase in attendance increased by international audience (outside the UK)

*Source: International Business Events Ltd*



**Bostock and Pollitt's work has transformed the way we think about our brand. We now see the power that a clear brand proposition can have and the impact it can have on the success of our business.**

Moria Edwards,  
International Business Events Ltd

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### A strong foundation to build from

Now into our second year of campaign development for Ecobuild we are reaping the rewards of creating a strong recognisable brand platform to build from rather than re-inventing the wheel every year.

Having established the brand proposition of “The future of design, construction and the built environment” we have scope to create a new campaign which considers; current thinking, market changes, the political agenda and client objectives, building on the brand awareness of Ecobuild's exhibitors and visitors and saving the client time and budget.



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## Appendix 1

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### Design solution in use

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Visual language  
At the event



“““

By providing us with a comprehensive communications toolkit, Bostock and Pollitt gave us the flexibility to work with a range of partners and still ensure complete consistency of our message

Moira Edwards,  
International Business Events Ltd





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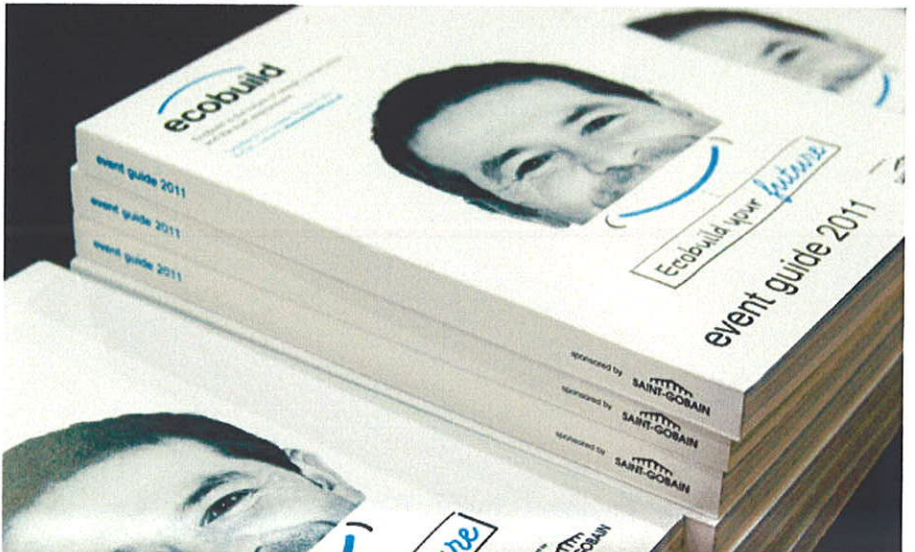
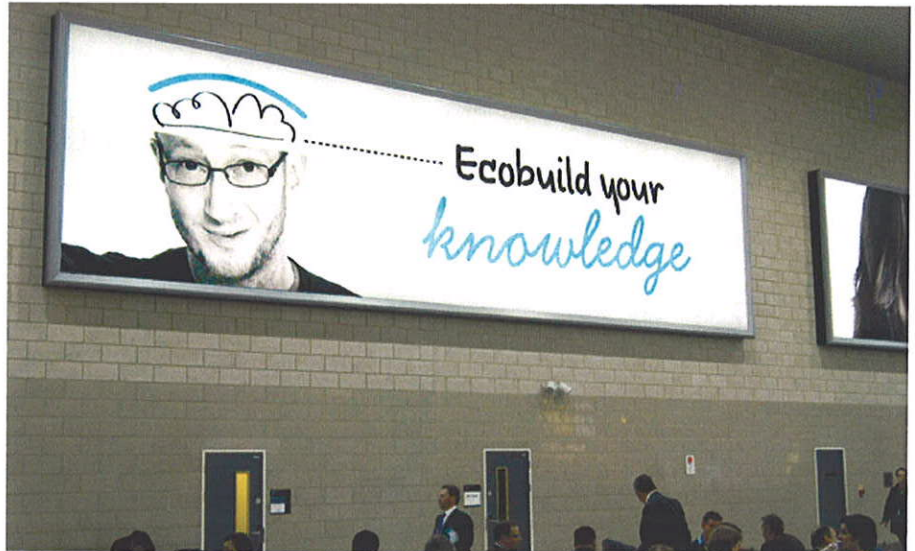
## Appendix 2

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### Design solution in use

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Visual language  
At the event



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Targeted marketing  
In print

