



## HIGHLIGHTS

- ▶ 5-day CONEXPO event
- ▶ “G-260” creative campaign highlighting booth number
- ▶ 8 mobile billboards surrounded convention hall with a dominating effect
- ▶ 4 brand ambassadors on Segways and 6 on foot, dressed as sexy construction workers to attract target demo

## RESULTS

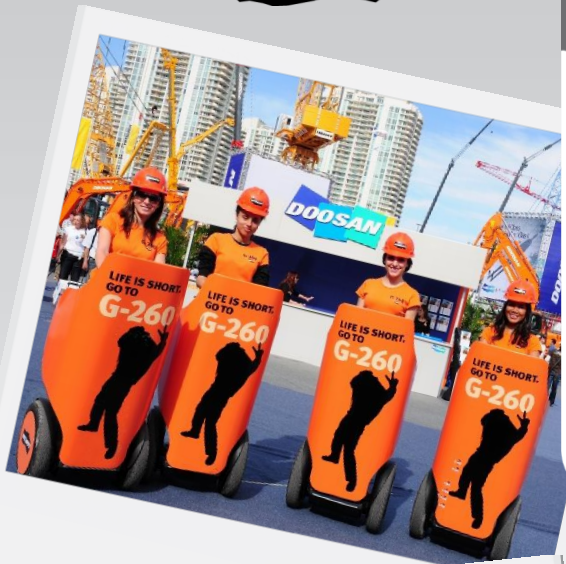
- ▶ 3.5 times the goal for booth attendance at 12,750 booth attendees
- ▶ 30% return for scratch-off bounceback cards
- ▶ 22 of the 27 display machines sold off the lot

## TRADE SHOW DOMINATION

With dominating media formats, booth G-260 was hard to ignore at CONEXPO! A total of ten brand ambassadors interacted with show attendees inside and outside the convention hall. To drive booth traffic, scratch-off bounceback cards were handed out in addition to coolers, measuring tapes and stickers. Once at the booth, an attendee’s card was scratched to redeem cool prizes. The event surpassed the client’s expectations by driving 3 ½ times the booth traffic they wanted!

## ABOUT THE CLIENT

Doosan Infracore specializes in construction equipment, industrial vehicles, defense product manufacturing and machine and diesel systems. Doosan’s presence at CONEXPO was to showcase their latest equipment, product innovations and technological advances for the construction industry.



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