



the starr conspiracy

PR-centric Trade Show Strategy: Think Outside the Booth

A CASE STUDY



Win Big in **Brand Awareness**

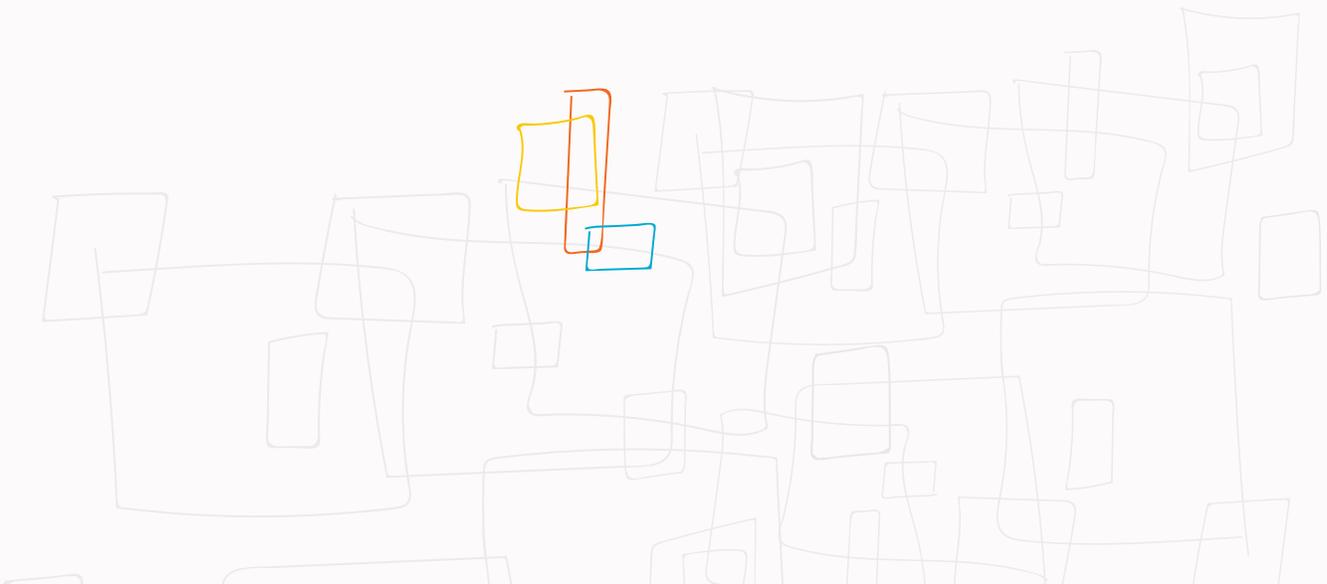
Drive Impact Beyond the Trade Show

It's one of the toughest challenges: Designing a unique booth experience that rises above the noise, grabs people's attention, and gets those elusive badge scans is no small feat. The competition is overwhelming, and the trade show floor seems to get busier and bolder and more distracting every year. Everybody wants attention, but few succeed in getting it.

Hey, we get it. But we also know this kind of thinking is holding your brand back. It's time to think bigger. It's time to think about creating a trade show experience that not only creates buzz at the conference (again, no small task), but also generates greater brand awareness and makes a splash in local, regional, and industry media.

You read that right. A booth experience that actually gets people *outside* of the conference talking. By using an integrated strategy that combines the brilliance of brand, PR, and industry expertise, this kind of marketing success is within reach.

Keep reading to learn how.





THE PROBLEM

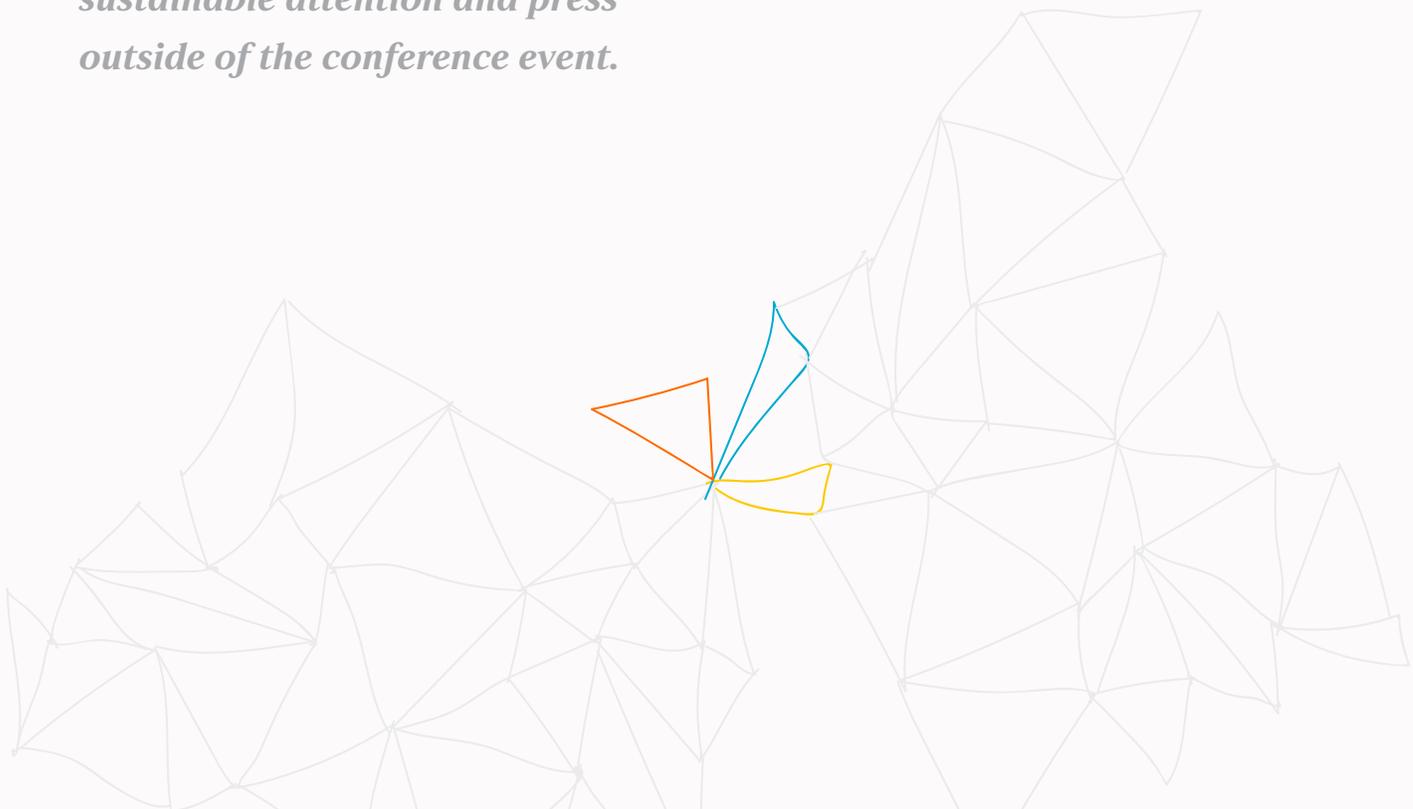
Small Budget, Big Dreams

A national HCM vendor needed a unique concept for their trade show booth at SHRM's Annual Conference & Exposition. The company's marketing team wanted to avoid the typical approach to conferences with expensive, extravagant booths and shallow gimmicks. They had a tight budget and were looking to invest in something truly worthwhile. No acrobats. No fidget spinners.

Instead, they wanted to create a nontraditional trade show experience that would garner more sustainable attention and press outside of the conference event.

They also wanted to align their booth strategy with their company culture by making an impact on the local community through charity donations.

Finally, the company had just developed a new message framework in partnership with The Starr Conspiracy. The HCM vendor was ready to harness its new positioning and unveil its brand on a national stage. Their primary goal was to drive some serious brand awareness, while also making the most of lead-generation opportunities.



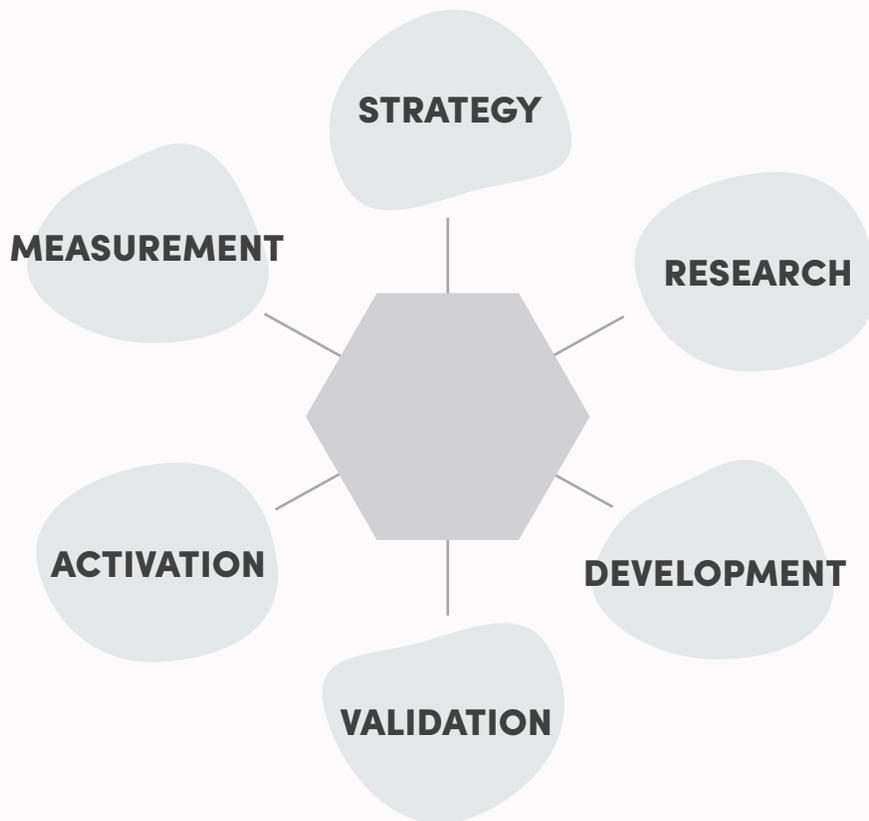


THE SOLUTION

Become the Talk of the Town (Literally)

The HCM vendor decided to lean on The Starr Conspiracy’s industry expertise to create and execute a compelling trade show experience. We followed our six-phase process to ensure that the company hit a home run.

HERE’S WHAT WE DID:





Strategy: The Starr Conspiracy set out to design and execute a PR-centric trade show strategy that would harness a powerful creative concept to tell a remarkable story and generate media attention beyond the trade show floor. We assembled an integrated team of PR, content, and creative experts to develop a one-of-a-kind trade show concept and strategy. Rather than spend the majority of the budget on an over-the-top exhibit, the HCM vendor would create a “non-booth booth” and donate the money to two local charities.

Research: We then identified local market press targets who would be receptive to our PR pitch. We researched options for local and national charities that aligned with the company’s brand and culture, and coordinated with big-box stores that would be willing to partner on donated goods. We also researched vendors to find the right materials for this unconventional booth design at the right price point.

Development: We developed all materials to equip the company with everything they needed to ensure maximum impact. For PR, we developed the media list, targeted pitches, and press releases; conducted analyst briefings; developed talking points for charity partners; and arranged press

events to spread the word ahead of the conference. We also created all signage, collateral, videos, emails, and social posts leading up to, during, and after the event. And finally, we designed a low-cost, eye-catching booth display made of cardboard boxes and donation supplies to draw conference attendees to the booth and spark meaningful conversations.

Validation: We validated the trade show strategy with the HCM vendor’s CMO and marketing team. They loved how the plan integrated PR with creative and content to create a seamless narrative and represent their brand in an authentic, powerful way.

Activation: Once the concept and strategy were approved, we executed the plan by delivering content and creative assets, and managing PR and vendor relationships. The PR team built relationships with local charities, vendors, and media to drive maximum exposure, and executed on compelling press events to draw media coverage.

Measurement: We measured the results of the PR-centric trade show strategy by tracking earned and social media hits. The HCM vendor also tracked badge scans and measured quality leads.



THE RESULTS

A Grand Slam

The company's trade show strategy was a huge success. Out of the thousands of vendors participating at SHRM, this HCM vendor was the only brand to get TV coverage. Industry and local print news sources covered the company for their unique trade show approach – most notably, the *New Orleans Business Journal*, which gave them a full feature.

The HCM company was also featured in social media posts by an industry influencer and SHRM itself. And to add the last bit of icing on the cake, the company met its goals for generating over 100 quality leads from the conference.

In the competitive world of vendor trade shows, it's rare to make this kind of an impact on both the conference community and the broader public. **The Starr Conspiracy's integrated approach combined creativity and PR in a unique way to make this HCM vendor *literally* the talk of the town.**



It's **Your** Turn

Think Outside the Booth

Looking to actually make an impact at your next event? Unleash the power of industry expertise, boundless creativity, and integrated thinking. Call us, and together **we'll make your brand the next big thing.**

LET'S TALK

About The Starr Conspiracy

The Starr Conspiracy is an integrated business-to-business marketing agency that helps HCM industry innovators propel brand awareness, drive leads, and eat market share like nobody's business. We're not your typical agency — we meld digital advertising, brand innovation, and industry insights to change categories, industries, and — yes — even the entire notion of B2B marketing as we know it. Revolutionaries hell-bent on shaking things up are welcome. Conformists, please stay home (you'll hate working with us, anyway).