



“Thank you for all the hard effort and a wonderful job.

We look forward to working with Integrity again... soon.”

—LNG manager,
multinational
Fortune 25
oil and gas firm

Multimedia support for trade show displays surpasses client expectations

A top multinational Fortune 25 oil and gas company trusted The Integrity Group (Integrity) to design multiple animated presentations for their 2005 GasTech tradeshow exhibit in Spain. Integrity designed and produced seven presentations that wowed the tradeshow crowd. The client was thrilled with the Integrity team, even before they realized Integrity had finished the project under budget.

BUSINESS CHALLENGES

In the current business environment—particularly in the oil and gas industry—competitors roll in like so many waves, ready to erode and displace market share. The truly innovative companies now spend as much time focusing on customer satisfaction and retention as they do on attracting new customers.

The 2005 GasTech tradeshow gave this leading oil and gas firm the perfect opportunity to capture the attention and earn the admiration of its current and prospective customers. They wanted to display several multimedia presentations that stood alone and yet worked together to function as a unified experience. The client wanted to use the presentation experience to give their sales people the chance to showcase the company’s recent technological innovations.

Working within the client’s brand guidelines, Integrity was asked to develop marketing-driven presentations that would radically differentiate the company from its competitors at this critical annual event. Integrity eagerly accepted the challenge.

THE INTEGRITY GROUP ANSWER

Integrity’s expert designers chose Macromedia Flash to create the multimedia presentations (including video, graphics, music, and voice-overs) for the tradeshow. The Integrity team finalized the overall design and look of the presentation experience within a few days. At the end of the first week, Integrity had completed the design phase and defined the role for each of the seven individual presentation pieces. By the end of week six, Integrity packaged and delivered the final files, ready to load and show as soon as the client arrived in Spain.

The results at the tradeshow surpassed even the client’s hopes and expectations. The electronic presentations were displayed prominently on massive, flat-screen monitors on all sides of the client’s booth. One monitor featured 3D-rendered "fly-by" images of oil tankers. Another illustrated the sheer complexity and intimidating size of state-of-the-art offshore drilling platforms. Yet another presentation took viewers into a pipeline, giving them an up-close animated experience of pouring through twisting pipe at high speed. Painstakingly crafted and edited voice-over and background music gave the presentations a thunderous, precise, high-tech effect that grabbed the attention of passers by and kept them engaged until the particular presentation finished.



*Rapid,
Economical,
Predictable*
**CONTENT
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The overall experience created by the show-like atmosphere captured the imagination and excitement of the crowd. The presentations provided customers and potential customers with a unique, engaging experience that was purposefully created, crafted, and delivered by the client expressly for them. After seeing how the tradeshow attendees reacted, the client reported back, saying, "Thank you for all the hard effort and a wonderful job. We look forward to working with Integrity again... soon."

BUSINESS BENEFITS

Integrity listened to the client and took the time to understand exactly what type of experience they wanted to create. The Integrity team developed and delivered coordinated presentations that fit together to create a truly unique exhibit, differentiating the client from their competitors.

As with most marketing initiatives, more time is needed to determine exactly how much traceable revenue will be generated by the client's investment in this tradeshow effort. If the interest and feedback from the tradeshow are any indication, the client can expect a large return on their investment.

At the very least, the client exhibit earned the admiration and interest of customers, potential customers, and competitors alike. In addition to industry recognition, the client realized the following top-level benefits when they chose Integrity as a partner on this multimedia experience project:

- **Reduced cost**—Along with the savings built into Integrity's already-competitive rates, our fast-track consulting and design process saved the client even more.
- **Reduced time to market**—Beyond the efficiency of Integrity's processes, our staff members' industry knowledge and experience enabled us to integrate effectively with the client team. This ability reduced the volume of questions to the client, increased subject matter expert response times, and enabled Integrity to cut the delivery time on the project by nearly two weeks.

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ABOUT THE INTEGRITY GROUP

Since 1994, The Integrity Group has partnered with our clients to deliver the highest quality business and technical documentation, corporate communications, multimedia productions, and e-learning solutions using our proprietary REP MethodologySM (Rapid, Economical, and Predictable). Our REP Methodology streamlines processes, condenses development timelines, ensures the highest quality deliverables, and delivers enhanced customer experiences, all at a substantial cost savings.

For more information about The Integrity Group, please visit www.go-integrity.com or call **1-877-955-0707**.