



FOR IMMEDIATE RELEASE

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## **Derse Wins Prestigious Ex Award**

MILWAUKEE, WI – Derse is pleased to announce that it has received an EX Award from Event Marketer Magazine for Best Trade Show Exhibit / B-to-B Environment, honoring an exhibit that Derse designed and produced for Sub-Zero/Wolf. The Ex Awards are a prestigious symbol of recognition as they are the only awards program focused completely on event marketing and judged entirely by brand-side marketers.

Derse earned the award with its unique approach, transforming the exhibit strategy from focusing on kitchen environments to focusing on the product itself. The Seed Idea, "Inspiration," was to showcase Sub-Zero and Wolf appliances in an engaging, immersive exhibit. Derse's solution was threefold: First, imaginative "Inspiration" environments were created to show designers poetic and metaphorical expressions of the brands - not just a great kitchen design. Second, products were presented as theater, music and art, using "Passion" and/or "Freshness" as stimulants. Third, measurement was introduced to show Sub-Zero and Wolf how a measurement program can produce tangible return on objectives.

The environment contained three primary zones: the designer inspiration areas, the complete product line-ups, and the reception/conference area. To highlight the premium brand attributes and to enable booth staffers and designers to have conversations about why Sub-Zero and Wolf products are premium, Derse separated the products from the inspiration areas and integrated them into counters and walls as appropriate. To further support the company's new brand initiative of "Freshness," super-sized images of fresh food accented the product line-ups.

To provide inspiration to the target audience, Derse and Sub-Zero worked with renowned kitchen designer Mick De Giulio and interior designer Jamie Drake to develop the two very different Inspiration expression areas. In these environments, the designers created spaces with no restraints into which they applied Sub-Zero and Wolf products as ornamentation; placing the emphasis on the inspiration of the product within the environment.

Derse's experiential environment and measurement program met Sub-Zero and Wolf's objectives and produced outstanding show results:

- 101% of the target audience visited the exhibit and received Sub-Zero and Wolf messaging
- Over 2,600 qualified leads were gathered, with over 40% coming from the primary and secondary audiences
- 77% (20,712) of the professional attendance at K/BIS visited the booth, well above exhibit industry averages and solidifying the Sub-Zero and Wolf exhibit as an attendee destination
- 73% of visitors said they learned something valuable, proving that exhibit messaging was on target
- New findings showed that 71% of the qualified leads influence design decisions



Remarks from attendees of the KBI/S show echoed the recognition granted to Derse by the Ex Award. “I thought your booth was incredible and that it blew everyone else out of the water. Bravo to your designers for thinking outside the box and coming up with a riveting display that focused all the attention where it should be...on the product”, remarked Adele Cygelman, Editor in Chief of Robb Report Luxury Home/Vacation Homes.

#### About Derse:

Derse is a complete face-to-face marketing company with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit [derse.com](http://derse.com).

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