

50 THE FAB CASE STUDY

derse

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CAMPAIGN: CES 2018
CLIENT: ZTE
EXHIBIT BUILDER: DERSE

CHALLENGE

Leading into the Consumer Electronics Show (CES), ZTE – a global telecommunications company with a growing presence in the United States – tasked Derse with the following objectives:

- Illustrate ZTE's Axon M product features and 5G technology through impactful booth design
- Capture the attention of event attendees to draw them into the experiential areas of the booth space
- Drive engagement while in the booth through product demonstrations and activation experiences – visitors should know, experience, and remember ZTE
- Increase social media and PR attention during and after the CES event



SOLUTION

Derse's creative solution delivered on the above mentioned objectives and exemplified the 'wow' factor ZTE desired, using the following:

- **Unmissable Grand Impression** - CES is known for housing thousands of exhibits of all footprints, featuring spectacular, state-of-the-art audiovisuals. To stand a chance of competing with that "noise" while still accomplishing ZTE's messaging objectives, the exhibit structure itself would need to provide an unmissable grand impression. Derse's designers found inspiration in the Axon M phone itself. The exhibit architecture was reminiscent of the featured product, Axon M, a dual-screen phone turned on its side. The dramatic angled ceiling was covered in 23' x 80' of Barrisol-mirrored fabric – essentially turning the architecture into an enormous optical illusion, where everything on the ground is reflected overhead.

- **Axon M-Inspired Audiovisual Experience** - Four LED screens stretched from the ground up to meet the mirrored "ceiling," which reflected the content of the screens, literally doubling their visual impact—like the Axon M screens themselves. Additionally, the four screens became an arena for attendees to compete in a virtual, free throw basketball tournament with a basketball-player avatar that was controlled by using motion-sensing cameras.
- **Immersive Projection Mapped Tunnel** - The 5G Future Tunnel experiential thoroughfare was dedicated to telling the story of ZTE's progress in 5G and Internet of Things (IoT) technology. As visitors explored the space, animations on the walls conveyed ZTE's telecommunications history, current product development, and aspirations for a fully 'connected city' of the future.
- **Product Displays** - The center of the exhibit featured various product displays featuring different ZTE technologies that invited users to interact with the products by engaging in simple and fun activities.



RESULTS

The success of ZTE's presence at CES was prevalent in the architecture itself, booth traffic, and buzzworthy experiences. If that wasn't enough, out of more than 4,000 exhibitors, ZTE's booth was labeled as a Top-10 Exhibit at CES.

