

50 THE FAB CASE STUDY

FREEMAN®

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**CAMPAIGN: INTERNATIONAL HOME +
 HOUSEWARES SHOW**
CLIENT: SPECTRUM BRANDS
EXHIBIT BUILDER: FREEMAN

BUILDING A CUSTOMER PRESENCE

Spectrum Brands, a global consumer products leader, has partnered with Freeman the last few years to solidify its brand presence at the International Home + Housewares Show (IHHS). After finding success with various rental configurations, the brand aspired to step up its exhibit game with a custom booth to make a bigger impact. To meet the goal, the new construction needed to truly showcase the array of leading brands under the Spectrum umbrella and highlight each one to captivate IHHS audiences.

ARCHITECTURAL ANGLES

Having built a collaborative partnership with Spectrum, Freeman knew a modern architectural look would suit the brand's personality and design inclinations, and would provide a clean backdrop to showcase multiple sub-brands with dedicated and intriguing product areas.

After reviewing two design approaches, the teams worked together to refine the story boards, material options, and building plans for custom product displays, separate areas to highlight each brand, private meeting spaces, test kitchens, and ample area for networking

ASSEMBLING LEADERSHIP

The synergistic approach delivered a sleek, double-decker with elements of wood, glass, and metals to reflect Spectrum's brand strength. Each area shined, from the top of the hanging sign and upstairs meeting rooms to the bottom of the angled structure anchored by huge 11' x 8' fabric light-box graphics.

The 50' x 50' island wowed with an elongated deck, meeting rooms boasting custom frosted glass, and individual brand story areas: Black + Decker®, Remington®, George Foreman®, and Russell Hobbs®. Each sub-brand had custom displays and presentation space. Out front, crowds gathered around the open kitchen where celebrity chefs cooked up live demos. Downstairs behind frosted glass doors, a VIP test kitchen bustled with top-secret prototypes and demos.



THE SHAPE OF SUCCESS

Debuting a fully-custom exhibit as IHHS, Spectrum Brands' most important show, proved to be a great decision. The booth brought to life the design the brand envisioned and ultimately became "one of the best shows ever," generating new business, growing attendees, and making a huge brand splash. Spectrum plans to continue using this custom structure and trusts Freeman to provide the latest enhancement options with each new show.

