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CAMPAIGN: THE BIG BOOK
CLIENT: AUTOMATION ANYWHERE
EXHIBIT BUILDER: GROUP DELPHI

Group Delphi is known for the creative and boundary-pushing experiences we build for our clients around the world. For Automation Anywhere, this industrial-strength creativity has taken rather unique shapes on the trade show floor.

THE CLIENT

Automation Anywhere is a leader in robotic process automation – empowering the people and businesses they work with to focus on higher-level ideas while bots take care of everyday minutiae.

They are a company passionate about shifting the course of human behavior in the workplace – the impact of which has evolved into something of a phenomenon. To leverage this escalating enthusiasm for their services, Group Delphi and Automation Anywhere have built a wildly creative trade show program that delivers dramatic results and emulates their revolutionary ideas.

SMALL SPACE, BIG RESULTS

In 2016, Automation Anywhere approached Group Delphi about designing an experience that generated brand awareness and social media engagement at shared services conferences around the world. The space had to tell a powerful story with a small footprint.

Group Delphi took their story of innovation and brought it to life – literally.

The towering pages of an oversized book featured statistics from clients highlighting the success of their integration with Automation Anywhere technology. Bold statements were printed over a window on a fully-mobile page – inviting attendees to pose within the cut-out window beneath.

The space caused an 860% jump in Twitter engagement at Shared Services Week (SSOW) 2017.

A SHIFT IN PERSPECTIVE

Automation Anywhere has seen their company grow into a multi-billion-dollar organization since our partnership began two years ago. As such, the design for their 2018 space needed to evolve beyond brand awareness. It needed to showcase the (literally) infinite number of ways attendees could customize and use the

robotic technology as an extension of their workforce – empowering them to imagine its use in the everyday.

Two separate, 20-foot-by-20-foot spaces were allocated for SSOW 2018. It was crucial that Group Delphi connect these two spaces with one cohesive message.

The initial design took the shape of an interactive box. However, after robust discovery sessions between Group Delphi's creative services team and Automation Anywhere, the design evolved into a bridge featuring an eye-catching kaleidoscope interactive element – emulating all the ways in which attendees could both see and use bot technology.

To ensure seamless installation, Group Delphi's in-house team ran a practice set-up of the full exhibit in our facility first to work through any potential setbacks that would delay the process onsite. Our proactive approach saved Automation Anywhere from incurring costly additional labor costs and potential change orders.

The classes held within the 2018 booth remain sold out at every show they attend.

