

ADT COMMERCIAL

GSX Booth Graphics and Event Collateral

THE SITUATION:

ADT needed a compelling and distinctive visual presence at the 2018 Global Security Exchange (GSX) to introduce a newly established division to their commercial security customers and prospects.

OUR SOLUTION:

The Zeller team developed the main marketing theme and strategy for the event: The Art of Exceeding Expectations. The theme focused on inviting customers and prospects to discover the ADT expanded capabilities that will exceed their expectations. We created an eye-catching booth with bright paint splashes and large, bold typography that shouted over their competitors. We also carried the theme across multiple touch points, including other event graphics, video, print collateral and digital media for a seamless, integrated experience.

THE RESULT:

The fresh, bold approach helped ADT stand out in the crowd at GSX and drive brand awareness. We successfully grabbed the attention of attendees through social media channels and live entertainment events within the booth featuring speed painter, Tim Decker. Our efforts also helped ADT win Best Overall Integrated Marketing Program in the security industry's annual SAMMY Awards.

