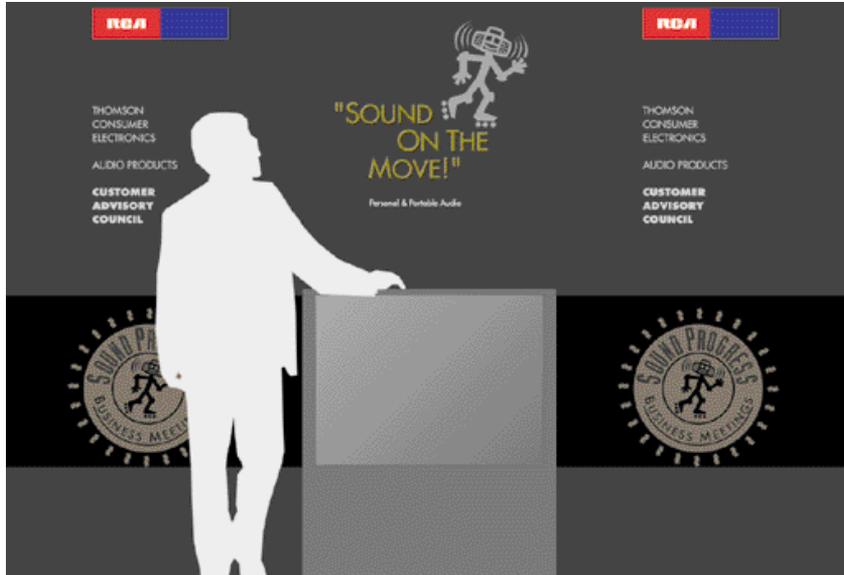




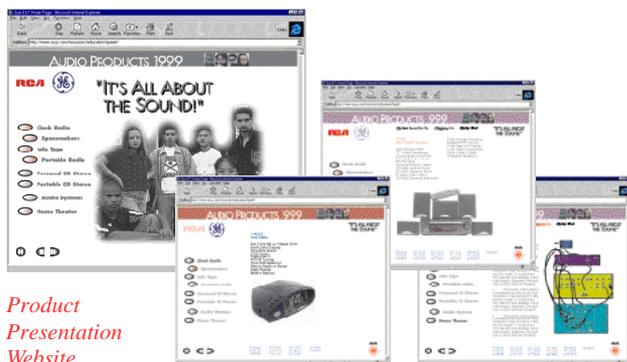
Product Unit Theme "Audioheads"



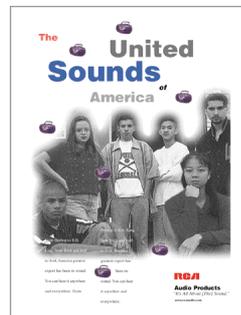
Theme Logo



Presentation Display Graphics



Product Presentation Website



National Ad

Thomson Consumer Electronics is a global mass marketer of a wide range of consumer electronics products. In an effort to develop stronger relationships with their customer base and to glean valuable information about product design, technology, merchandising, and advertising, the audio products business unit convened a national customer advisory council meeting which included their largest customers.

To maximize customer input and overall resources the event was held at the "Surf & Sand" Hotel Conference Center, in Laguna Beach, California. The event included 4 days of meetings and presentations with a variety of evening events from beach parties to a regatta. A meeting theme ("Sun, Surf, Sand, and Sound") was developed to reflect both the surroundings and the spirit of the event.

With the make up of the attendees, 4 groups were organized for meetings and to compete in friendly competitions. A character, referred to as "AudioHead" was created to add humor and a strong graphic continuity to materials used in meetings and social functions.

From event support signing and graphics to clothing, all elements were coordinated with the theme, giving each venue and event



Highlight:

In a successful mass marketing environment the retailer can assist the manufacturer in decisions relating to product and merchandising.

Creating a forum where companys' will participate openly in business dialog can be difficult. The theme structure was designed specifically to separate these groups while allowing them to feel as if they were all part of the same event.



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Beach Party Theme Graphics



Table Card Agenda

Quarterly Meeting Follow-up



Meeting Theme Items

a strong sense of brand identity. In addition, an ad campaign was developed with a strong positioning and lifestyle statement.

In a unique use of technology, a custom theme website, hosted in Indianapolis, was used to support many of the product and marketing presentations.

All creative recommendations were presented in a single comprehensive proposal with budgets and vendor schedules. The entire program, from theme development, procurement of theme items, through custom graphics shipped from Indianapolis to California and set-up, was accomplished in 5 weeks, under budget.

The program included

- Meeting Theme Development
- Meeting Product Display Materials, Signing, Decorative and Informational Display Elements.
- Theme Gift Materials, Shirts, Caps, Beach Bags,
- Meeting Collateral, Name Badges, Agendas, Table Cards
- Product Theme Website
- National Consumer Advertising Campaign

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Prism Design Group is about results, which impact our clients position in the marketplace and their profitability. Contact us to discuss how integrated strategic marketing communications can impact your business.