

Client: Stage Active Brand Marketing event for Advil

Event: Marketing Event for Advil – Accomplish Your Life List

Where: Various Malls through out America- 1st stop – Time Warner Center NYC

Product: Custom designed printed fabric exhibit display - walls, green screen, tables

Goal: Create a compelling environment that is easy to tour

An example of a great Event Marketing project for us was the nationwide Stage Active Brand Marketing event for Advil. The project required a quick install environment with attention getting visuals to attract shopping mall goers.

The client wanted a place where passersby would stop and share ideas about their lives and lifestyles. The setting needed to be interactive and informative, but also inviting and comfortable. Stage Active Brand Marketing came to Pink Inc. for a creative solution.



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Working together, Pink Inc. and Stage developed a custom design of fabric walls, built to spec, using our signature fabrics and aluminum tube frames. Technically, the structures had to be installed easily and fit in shopping centers all across the country. Installation time on the Pink Inc. product was 3 hours total. Each structure broke down into a 12" x 12" x 65" bag for easy storage and transportation.

The walls and other fabric elements of the space were fully printed with real digital dye sublimation printing for dramatic effect. Graphics were carefully developed using 3D renderings and process. Every attention to detail in the process is critical to the successful outcome of the graphics.

Quarter Round Tables designed by Pink Inc. especially for this project were added to the kiosk.

Stage and Pink took the design risks necessary to bring a uniquely visual experience to the consumer. The client was delighted and considers Pink "a valuable creative partner."



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