

# BUILDING A BRAND NARRATIVE: 10 YEARS OF FESPA STORYTELLING

Client: **FESPA**  
 Client since: **2001**  
 Campaign market focus:  
**Speciality print**  
 Activity: **Campaign strategy  
and content**



## THE BRIEF



AD is an indispensable source of strategic and tactical advice for FESPA, adding enormous value in creative brainstorming and planning integrated campaigns. The quality of their advice is backed by their deep knowledge of the markets we operate in, superb media relationships and proactivity in campaign execution. This is fundamental to the contribution AD has made to the global development of the FESPA brand and the unprecedented growth of FESPA events.

Neil Felton, CEO, FESPA

Ten years ago, FESPA events were evolving from a three-yearly exhibition for a niche community of European screen printers, to a portfolio of international events proactively embracing the new digital wide format technologies.

FESPA needed to leave behind its traditional focus on destination marketing in favour of a consistent narrative approach to engage the wider printing community with the opportunities arising from technology innovations. The challenge was to re-position FESPA as a must-attend event for a wider audience of print service providers interested in visual communications, wide format graphics and industrial applications.

By consistently communicating developments in FESPA's visitor value proposition, the objective was to stimulate attendance and cement FESPA in the calendar of senior decision-makers in print and sign making businesses all over the world.

## THE STRATEGY



## INTEGRATED CAMPAIGNS



Based on our insights as a sector specialist agency, supported by dialogue with key exhibitors, FESPA's national Associations and visitor feedback, we took our cue from the mood and talking points in the market at large.

Working closely with the in-house event marketing team we have since developed a series of issues-led campaign narratives to reflect the ever-changing real-world concerns and ambitions of print businesses.

During 2009/2010/2011 the FESPA story focussed on the role of technology innovation powering a sustainable return to strength of the speciality printing sector following the global financial crisis.

From 2012 to 2015, with the mood of optimism in the industry steadily increasing, our campaign stories evolved to reflect the many positive routes to long-term business growth, embracing developments in inkjet technology, emerging applications and the potential offered by new, digital-enabled business models.

Against an increasingly upbeat industry backdrop, campaign messages encouraged print businesses to consider FESPA as a place to explore the many possibilities for their business, not only through discussions with exhibitors of technology and consumables, but also through a rich educational content programme.

This motivational theme of business development and diversification was naturally aligned with FESPA's launch of several event brand extensions during this period, including European Sign Expo for non-printed signage, and Printeriors addressing the fast-growing opportunity for digitally-printed interior décor.

Since 2016, informed by insights from FESPA's Print Census research, campaigns have sounded an ever-more inspirational note, championing the (super) power of print, encouraging printers to find points of differentiation for their businesses, while celebrating print's unique role in creating decorative and functional value.

For the FESPA 2018 Global Print Expo in Berlin, the campaign strapline 'Where Print Takes Off' firmly underlined FESPA's now-unquestioned position as the leading international event platform for major wide format print technology launches, and its role in inspiring and supporting print businesses towards paths of sustainable commercial growth.

Each successive FESPA event campaign has taken advantage of multiple communications channels reaching senior decision makers in print and signage, including international media relations activity, carefully targeted advertising with influential industry publications, and active use of FESPA's own communications platforms, such as the event and corporate websites, visitor newsletters and e-bulletins.

Together with FESPA's senior team, we have actively nurtured a global community of editors and influencers, building FESPA's reputation and credibility as a leadership organisation in the industry.

The campaign story has been told consistently through a broad range of opinion-led content, in-depth contributed articles exploring industry trends, statistical content founded on FESPA-initiated research, and blog posts from FESPA team members and guest contributors.

Leading industry editors have been engaged directly to join an annual CEO-led press briefing covering latest FESPA developments and wider industry trends, supplemented by exclusive interview opportunities with senior FESPA executives and Board members.

## THE OUTCOMES



International media coverage has increased consistently year on year, reaching an increasingly diverse global audience



Today, FESPA's flagship event routinely attracts a visitor audience of more than 20,000 individuals



The FESPA 2017 'Dare to Print Different' campaign achieved 850 individual pieces of press coverage in 202 publications worldwide



On the strength of this sustained success, FESPA Global Print Expo is now an annual event

## WANT TO KNOW MORE?

Please contact Helen Tolino

**EMAIL** [htolino@adcomms.co.uk](mailto:htolino@adcomms.co.uk) **CALL** +44 (0)1372 464 470