



CASE STUDY

# BRICKSTREAM BREAKS THROUGH AT THE BIG SHOW

### INDUSTRY

Behavior intelligence solutions and retail technology

### CHALLENGE

Revitalize Brickstream's brand and message, while also launching a new product at a national tradeshow – all within a tight timeframe

### SOLUTION

Develop and launch a revitalized message and brand highlighting key product differentiators, create a fun, engaging mascot and sales strategy for the tradeshow and refresh Brickstream's online presence

### EXPERTISE

Messaging | Branding | Public relations  
Website | Experiential marketing

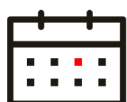


Brickstream, a developer of behavior intelligence solutions, wanted to relaunch its 12-year-old company, and fast.

There were just two catches. In a mere seven weeks, Brickstream wanted to rebrand the company and launch its new product at the largest retail show in North America: NRF's Annual Convention & Expo, known as The BIG Show. But Brickstream didn't have booth space to show off its new brand and products.

It asked Arketi Group for help, and we jumped at the opportunity.

## MEASURING WHAT MATTERS



**7**

week turnaround for relaunch and rebrand



**30**

sales qualified leads generated



**GREATER**

experiential tactics used to grab attention

## **TWO TEAMS NET TWICE THE PR AND MARKETING POWER**

We decided to divide and conquer. One team within Arketi began work on positioning, messaging and branding to develop Brickstream's new brand and voice. A second team was charged with developing an attack plan to garner widespread attention at the NRF show, despite lacking a booth.

## **BRING ON THE MESSAGING AND BRANDING**

Following a series of workshops with Brickstream executives and competitive research, we chose the concept of "smart" to aggressively position Brickstream as a leader in behavior intelligence solutions for environments where people shop, gather, work and play.

This positioning enables Brickstream to promote its SeeMore 3D smart data capture technology and advanced behavior analytics for brick-and-mortar locations like retail stores, supermarkets and banks. "Smart" also highlights the technology's key differentiators – easy configuration, proven accuracy and completeness.

Building on the new messaging, we created a new brand for Brickstream, starting with a new logo and a robust portfolio of brand assets. From these, we developed a suite of marketing collateral and gave the Brickstream website a facelift.

Meanwhile, a joint Arketi-Brickstream team worked feverishly to secure a tradeshow presence in seven partner booths, sponsorship of the opening reception and conference mobile app, advertising on the showroom floor and at entrance monitors.

## **SEE MORE WITH SEYMOUR THE MASCOT**

One of our recommendations for generating visibility was to create a mascot. Seymour – a play on the concept that Brickstream's technology lets its customers "see more" of what's happening in their environment – was brought to life, first as a cartoon, and then as a walking, talking, real-life character. A Seymour mask and costume were created, and we came up with activities for Seymour to interact with show attendees on the floor. This guerilla marketing was complemented by a blog that invited users to an online Q&A with Seymour.

## **MAKING A FANCY PANTS SPLASH**

To further ensure Brickstream would stand out in the sea of 27,600 exhibitors and attendees, Arketi proposed an eye-catching tradeshow uniform for Brickstream booth personnel – bright orange checkered pants and an oxford shirt with Seymour peeking around the side. After some initial hesitation, the sales team embraced the pants when discovering they were a great conversation-starter!



We are thrilled with the splash we were able to make at the show... Arketi's ideation and execution were key to our 'Big Bang' impact.

**CHRISTINA ELLWOOD**

VP of Marketing  
Brickstream

Like film of an explosion played backwards, the many components of Brickstream's re-launch came together at the last moment and right on cue. Just 12 days after the New Year, a Brickstream team of 20 greeted its first guests at NRF's Annual Convention & EXPO at the Jacob Javits Convention Center in New York City.

## **GETTING 'ER DONE**

Brickstream's desire for a big presence and big splash at The BIG show was more than realized. The company engaged with 200+ prospects at the show and netted 30 sales qualified leads as a result.

Plus, Brickstream's partners were thrilled with the excitement created in their booths by the sales team (and those checkered pants!), Seymour and the guerilla marketing activities, which included on-the-spot lottery ticket payouts and the "how long have you waited in your lifetime?" calculator. Brickstream has since replicated many of these tactics at shows in other countries.