

* EGOideas



Drive Trade Show Traffic



Need

+ A global leader in content management solutions was looking for a new way to gather client data, generate excitement, and drive traffic to their trade show booth.



Solution

+ The company created a goodie bag distributed at the show that included an Ego Id tag with seven digit barcode, and an Ego Id post card explaining the program. The tags were used to determine instant winners in the booth. The respondents were then required to provide additional demographic information to be entered into a grand prize drawing. The program exceeded the client's expectations and was adopted as their standard trade-show marketing strategy.