

Trade Show Case Study



vAuto 2014 NADA Convention

Business challenge

vAuto was planning to launch a new product at the 2014 NADA Convention. Conquest, a new car inventory management and pricing tool, was the company's first entry into the new car space, the first product of its kind in the market and perhaps the largest product launch in the company's eight-year history. With aggressive show sales goals for all products, vAuto needed to:

- Make dealers aware of and excited about the new Conquest product.
- Clearly separate and differentiate Conquest from Provision, while keeping the two product brands parallel.
- Intuitively communicate the vAuto brand hierarchy: vAuto as the parent, Conquest and Provision (vAuto's long-standing used car inventory management software suite) as the two premier product lines, and vAuto Genius Labs as the stand-alone used car applications.
- Ensure that Provision and vAuto Genius Labs sales goals would not suffer due to extremely heavy Conquest sales activity in the booth.

Agency approach

Our approach to solving these challenges included the following key components:

- **Get the message out early to get on dealer shopping lists:**
We know automotive dealers attend industry shows like the NADA Convention with the intent to demo and purchase products. Dealers come to the show prepared with a shopping list they've built over the past few months and spend their time on the show floor demoing these products. With this insight in mind, we knew we couldn't just go to the show and expect booth traffic to show up—we had to be talking to the dealer community about Conquest in the months prior to the show.
- **Select a space with access to main traffic flows:**
We knew we needed to drive traffic for three product lines. We needed a spot on the show floor that had heavy traffic flowing from multiple sides of the booth.

- **Create separately branded, distinct areas within the booth for each product line:**
By dividing up the booth space physically and visually we were able to create special environments that clearly differentiated each brand and reflected the product-level brand value.
- **Purposefully place and balance brand elements:**
Thinking through the priority and placement of all branding elements and multiple product logos throughout the booth was key to properly communicating the brand hierarchy and avoiding confusion. By establishing a pattern and rule-set for the parent vs. the product brand logo and genetics, we were able to balance bringing a high level of visibility to the product brands while still keeping the vAuto brand dominant.
- **Develop appropriate in-booth traffic flow patterns and plans for each product line:**
Creating separate areas allowed us to design and plan traffic management for the different buyer audiences and buying processes.
- **Designate space, demo stations and teams for each product line:**
Knowing that the booth was going to be extremely busy with prospects interested in Conquest, we set aside spaces, reception areas, demo stations and sales reps to focus on each product. This ensured that the team wouldn't miss out on closing deals for Provision or the vAuto Genius Labs products due to lack of available demo stations or sales reps.

Execution

The pre-show campaign

In an effort to quickly raise awareness of Conquest, we developed and ran ads in all major trade publications in the months and weeks leading up to the show. The ads included a full-page letter from Dale discussing the industry drivers that spurred the creation of this product. A consecutive full-page spread ad followed the letter, highlighting our key product messages.

Additional components of the pre-show campaign included an email letter from Dale to all customers announcing the product, a high-end direct mail to the top 100 customers inviting them to an exclusive and private demo at NADA, blog posts, website interrupters, a product commercial featured on the website and trade press editorial placements.

We also ran creative featuring Conquest in highly visible sponsorship placements at the show, including the program back cover and floor map.



Premiering at NADA Convention 2014. Visit vAuto at booth #2318.
Be among the first to experience a live demo. To register, call us today at 888-536-4086, or visit vAuto.com/newcar

The booth space

Working closely with vAuto, we secured a space on the show floor with access to three main aisles. This allowed us to position each of our three “hot” corners on aisles we knew would have heavy traffic.

Provision and Conquest were given priority in the front of the booth. To position these as separate but equal, we split the booth down the middle. Each area was identified with clear signage above two main reception desks. The materials and color palettes throughout each section reflected the product brand genetics and played off of one another: silver metallic for Provision, gold metallic for Conquest. A large feature wall displaying the product logos on each side, while custom carpet, branded demo stations and computer content helped further define each space inside the booth.

vAuto Genius Labs was positioned in the back section of the booth, facing a main hall entrance. The entire space was a wash of greens and blues, reflecting the AuctionGenius and Kelley Blue Book Price Advisor Report product colors.

Brand genetics

With multiple product logos in a single booth, it was a challenge to create a clean, intuitive reflection of vAuto’s fairly complex brand hierarchy, without losing the focus on the company brand presented a challenge. To solve this we took the following approach:

The outside of the booth featured large, 20-foot orange Vs. The upper structure featured the vAuto Live Market View logo outside and inside the booth, to dominate the space from every angle.

Product level logos on the second tier of the header structure, below the company logos, defined each space of the booth. Inside the booth, the product logos were repeated on demo stations and key feature walls.

In-booth traffic management

Both Provision and Conquest are premium integrated product suites targeted at franchise and large independent dealerships. The demo and close process typically takes about an hour and requires a 1-1 conversation between a knowledgeable sales rep and the buyer. Time is limited on the show floor, so in an effort to keep reps focused on only qualified sales opportunities, the booth was designed to restrict access, with a receptionist in place to screen visitors and handle the hand-offs to open sales representatives. If all sales representatives were busy, the prospect was invited to wait in the waiting area, or to be scheduled for a demo at a later time in the day.

In contrast, vAuto Genius Labs targets both franchise and independent dealers of all sizes. The demo and close process is much shorter—around 15 minutes. In order to reflect the accessible nature of the product and price point, this area of the booth was kept open, with no receptionist or traffic controller blocking prospects’ entry. Prospects were encouraged to jump in on ongoing demos or to listen in on larger group demos happening around the larger television monitors. Lead capture was still important, so each rep was equipped and trained accordingly.

Overall, the different spaces of the booth complimented each other and served each audience and sales team appropriately to maximize sales opportunities and set the right tone for each product line.

Success metrics

2014 proved to be vAuto’s most successful NADA show. Provision and vAuto Genius Labs met their sales goals, while Conquest drastically exceeded vAuto’s expectations. The results from the show floor alone were:

- Leads generated: 760, double the previous year
- Closed deals: 361, double the previous year
- Annual revenue generated: \$3.8 million, triple the previous year



The Mx Group has managed every aspect of the booth design, fabrication and build process for vAuto's presence at NADA for the last eight years.