



CASE STUDY

Display Hire – Kiwibank

The task

Kiwibank required a flexible exhibition solution that could keep pace with its innovative marketing campaigns.

Exhibit Group solution

Kiwibank purchased a limited amount of hardware, including two Instand displays. Using this as a base, they then select from the full range of Exhibit Group's hire equipment to cater for each new event.

“What Exhibit Group produced for us just blew us away... It was such a big drawcard at the show... and the final product was better than we'd even imagined.”

Nigel Gates,
Kiwibank

Client comments

Marketing Communications Manager for Kiwibank's Home Loans and Insurance, Nigel Gates, says the hire option frees up their budget to create displays to match their current marketing themes. “We like to keep things fresh and interesting,” says Nigel. “For instance, each year at the Home Show we've had a different story to tell– whether it's promoting a different product, or a new rate. Hiring rather than purchasing equipment gives us the flexibility to do that.”

Outcomes

Nigel Gates says exhibiting is a key marketing platform for the Kiwibank brand. “Events like the Home Show are definitely big acquisition tools for us. It's also a valuable branding exercise and opportunity to interface with the public.” It's also a chance for Kiwibank to reinforce their current marketing campaigns. For instance, the last Home Show display showcased the popular Join the Movement campaign – complete with an interrogation room and wool bales stuffed with money. It was a collaborative effort between Kiwibank, their advertising agency, and Exhibit Group. “All three of us worked closely together,” says Nigel. “The agency came up with the design, and Exhibit Group made sure it was practical and functional. The knowledge and understanding they bring to the table is really invaluable. They're excellent at grasping exactly what we want, and making it happen.” And the collective brainstorming certainly paid off.

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Exhibit Group 

a visual advantage...



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