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STORIES THAT MOVE

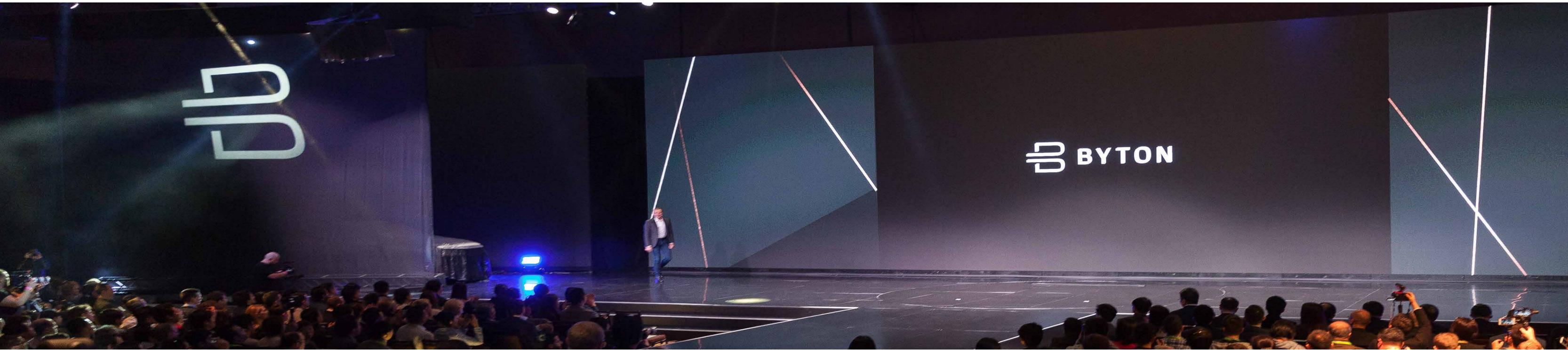
BYTON AT CES

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Byton at CES

A WORLD PREMIERE

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Challenge

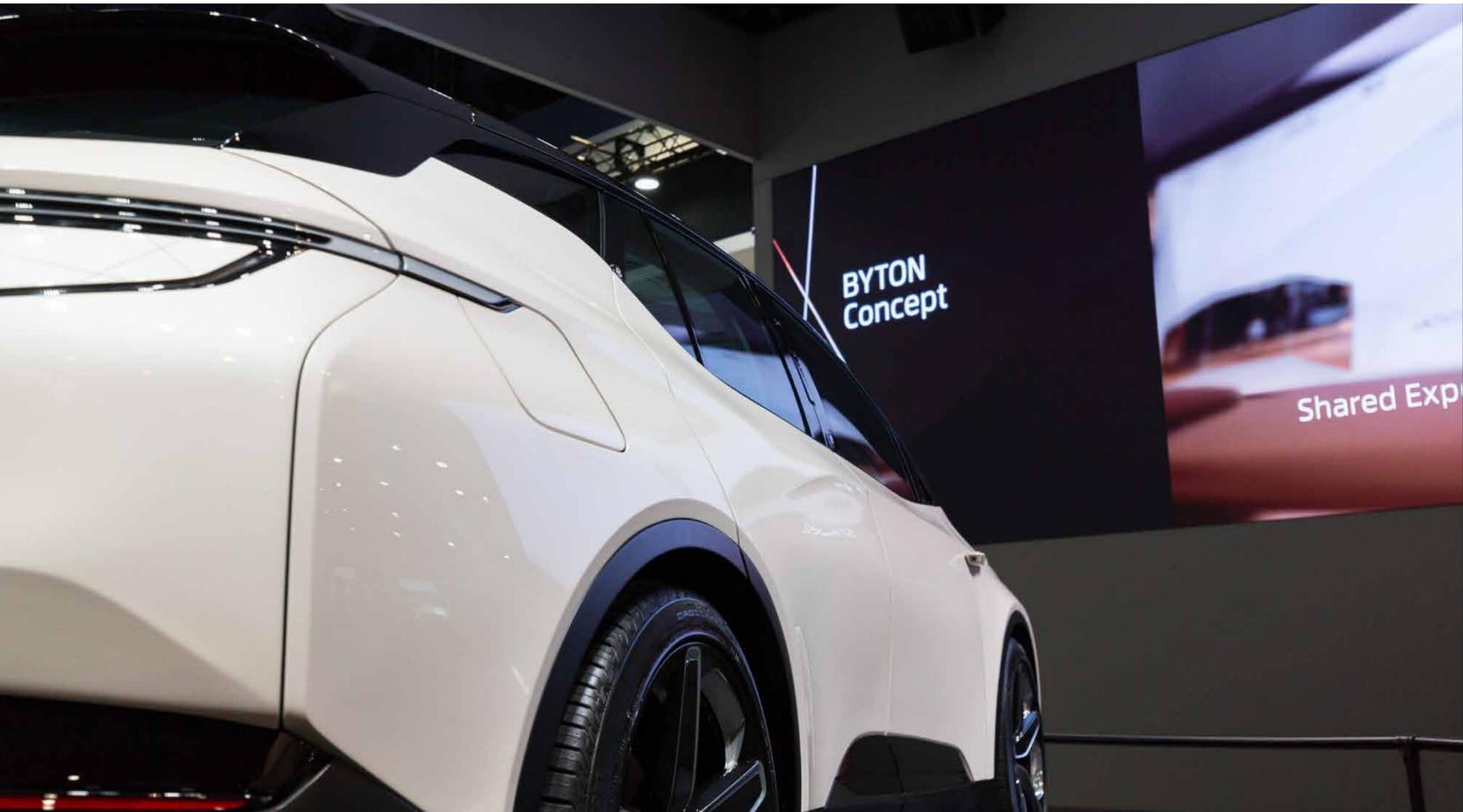
To introduce an unknown Byton brand to the world and make a thunderous impact at an already buzz-filled CES 2018.

Solution

A three-prong strategy to attract attention, generate excitement and create a clear understanding of the revolutionary Byton concept.

The Byton concept isn't a Sports Utility Vehicle; it's the world's first Smart Intuitive Vehicle. So premiering Byton at the Consumer Electronics Show was a deliberate decision to introduce the Byton concept to the world as a smart device and not just another electric car.

First up was the Byton concept reveal, where presenters and experts took the sleek, T-shaped stage to debut the world's first smart intuitive vehicle and demonstrate how it will turn travel time into a time to be.





The world's first shared
experience display

Three LED screens served as the stage's backdrop, further showcasing how the Byton concept incorporates high-tech details and high-class materials to transform cars and traffic into places of well-being.

The reveal press conference was standing room only and required overflow rooms to accommodate the crowd clamoring to get its first glimpse of the Byton concept. The reveal was also live streamed via the Byton website, so enthusiasts tuning in from around the world wouldn't miss a single moment.

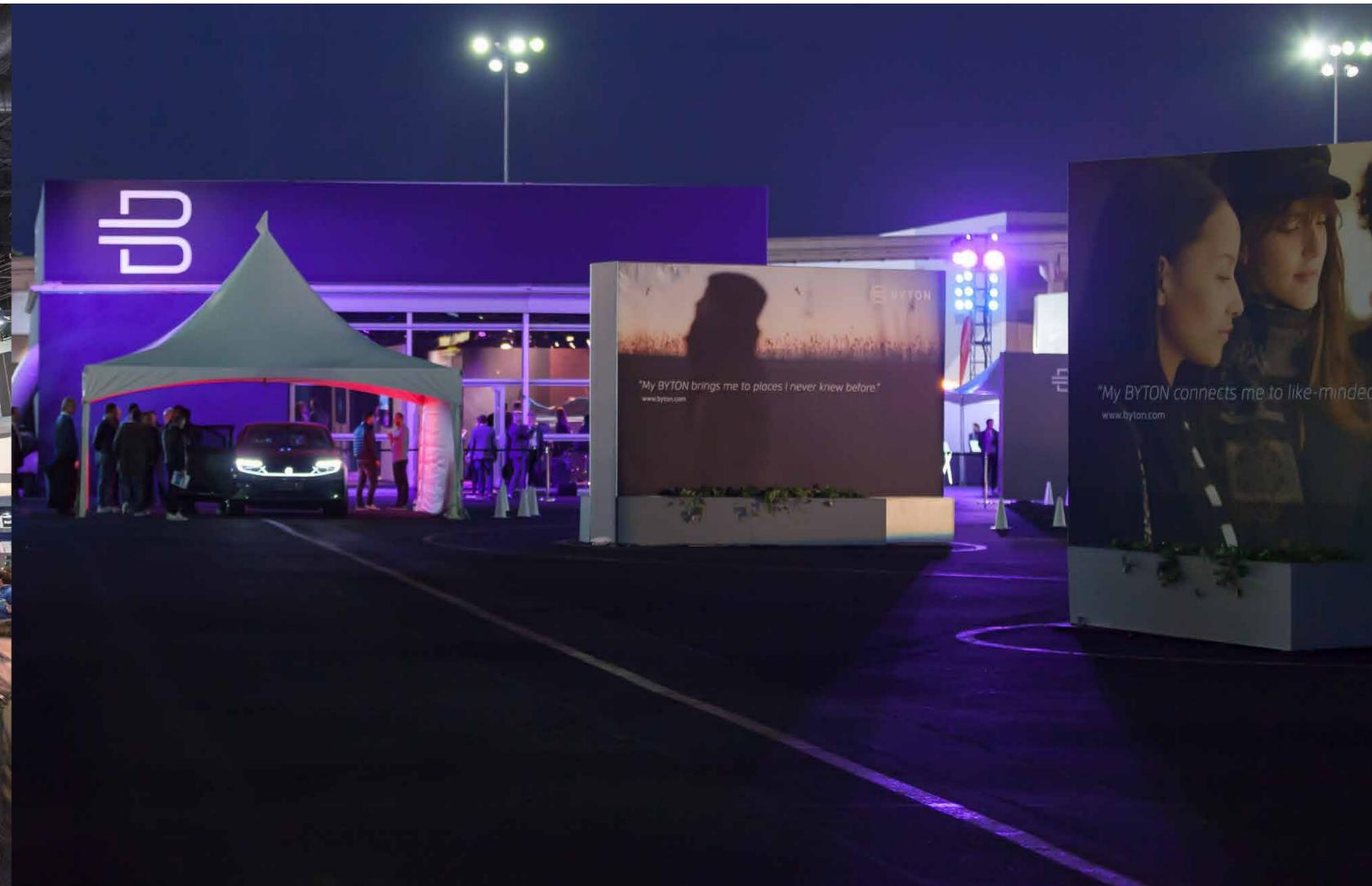
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After unveiling the Byton concept, the press conference pushed attendees to the Byton booth on the show floor. The 30'x60' stand placed the Byton concept front and center, displaying it on a rotating turntable to give the gathered masses a view of every incredible angle.

A large LED screen mounted behind the turntable teased some of the concept's most exciting features, while presenters and bold signage directed guests to learn more about the concept in the Byton House.

The Byton House was a separate structure located outside the venue. Visitors were rewarded for their trek off the show floor with a fully immersive concept experience.

Inside the house, guests were able to touch, feel and explore all the technology that's packed into the Byton concept. Outside the house, they could test it out with a ride and drive around the adjoining parking lot.



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Creating separate yet connected activations is never an easy task. However, we ensured continuity across all three spaces by translating Byton's strong sense of brand into each experiential environment.

The technology included in each space's design was kept to a minimum in order to maximize the impact of the incredible tech featured inside the Byton concept.

And the impact was significant.

Byton's CES debut generated millions of online impressions and mentions during the show, with the buzz only continuing to grow in the months following.



Say hello.

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