

CZARNOWSKI®

STORIES THAT MOVE

MURRELEKTRONIK AT HANNOVER MESSE



Murrelektronik at Hannover Messe

EVOLUTION OF A BRAND

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Challenge

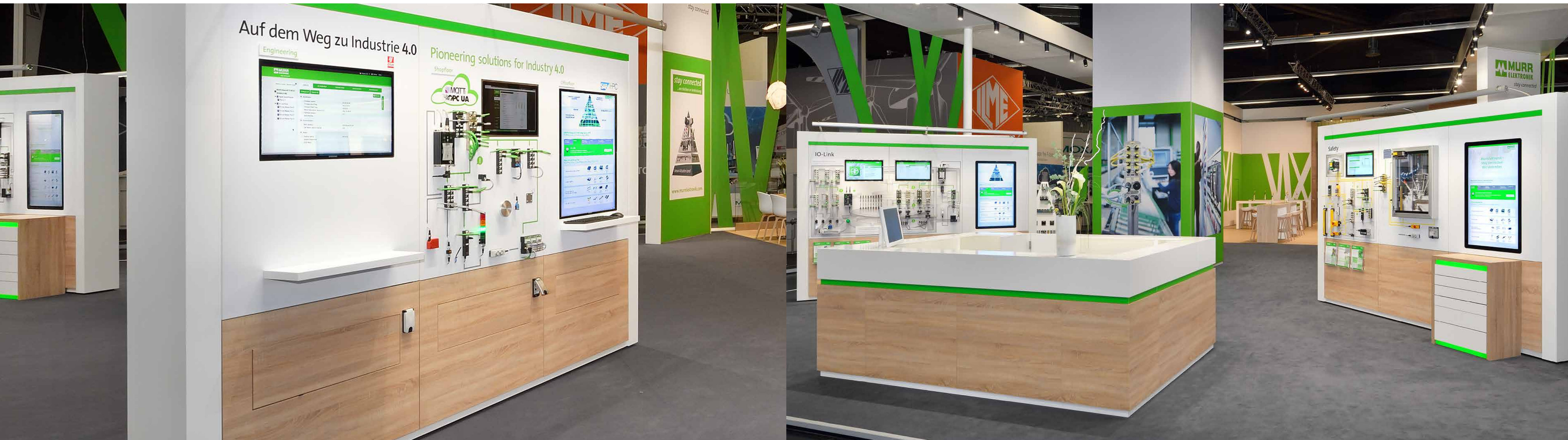
To update Murrelektronik's event marketing appearance and demonstrate how their innovations in automation technology make life easier and help users "Stay Connected" at Hannover Messe 2018—the world's leading trade fair for industrial technology in Hannover, Germany.

Solution

A bright, functional space that aligned with Murrelektronik's brand aesthetic and precisely displayed their wide-range of products and solutions.

Hannover Messe is an important show for Murrelektronik because it unites the core industrial sectors under one roof. It's also where industry leaders go to identify trends and gain insight into the future of industrial technology. So it was important that Murrelektronik make a good impression.

The Murrelektronik marketing team invited us to their headquarters to develop an event marketing strategy. We worked with the Murrelektronik design team, using their training center's functional and flexible design and clean yet welcoming atmosphere as inspiration to develop an evolutionary design strategy that accurately reflected the brand.





To avoid leaving visitors feeling overwhelmed by the scope of Murrelektronik's products, we displayed their solutions by application (electronics in the cabinet, interfaces, I/O systems and connection technology) to demonstrate how they work together to automate processes.

To educate attendees about Murrelektronik's solutions, we installed walls throughout the space that showcased products, explained their application and demonstrated how to use them. And to make a home worthy of Murrelektronik's innovations, we dressed the wall displays up with graphics and artwork to make the technology pop and serve as an irresistible draw for visitors.

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We also used fabrication and custom rental elements from floor to ceiling and reception desk to barista counter to give the space a branded—yet budget-friendly—look.

European attendees are known for spending more time on the show floor networking. To further expand that time, Murrelektronik wanted to create a hospitality area with a working kitchen to give attendees a chance to have something to eat and drink—and give the sales team more time to chat and get them familiar with their products and brand.

The hospitality area was a hit with both the client and visitors, as were the updated design and product displays.

Murrelektronik was pleased that the overall experience surpassed their expectations for quality and functionality.



Say hello.

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