

CZARNOWSKI.



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PUMP

LOAD



PRESSURE

LAUNCH

47

FAIL FLOP SUCCESS BUST BOMB

CZARNOWSKI[®]
STORIES THAT MOVE

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#czarnalifeit

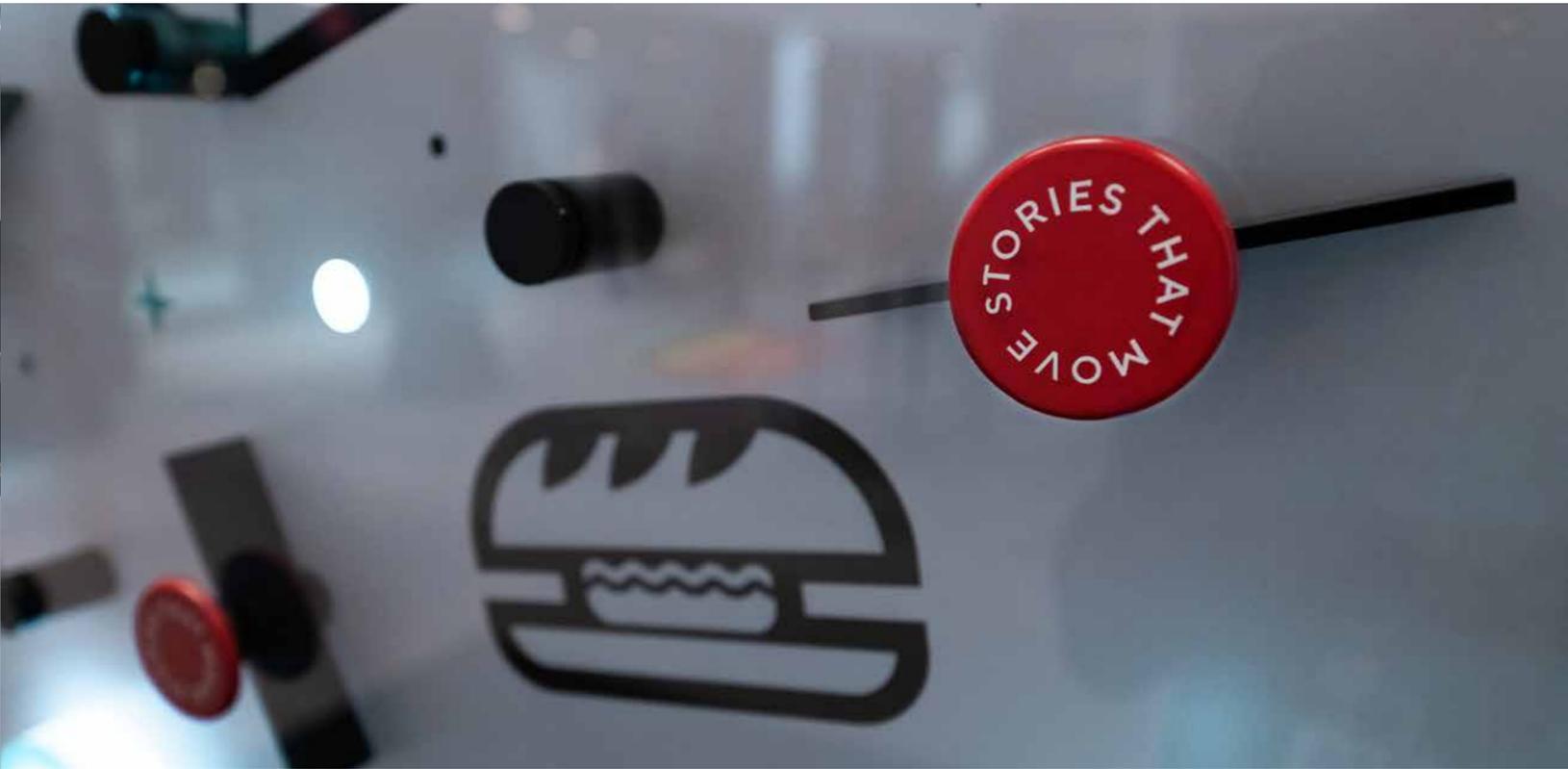
CZARNOWSKI AT HCEACONNECT

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Czarnowski at HCEAConnect

BUILDING CUSTOMER CONNECTIONS

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Challenge

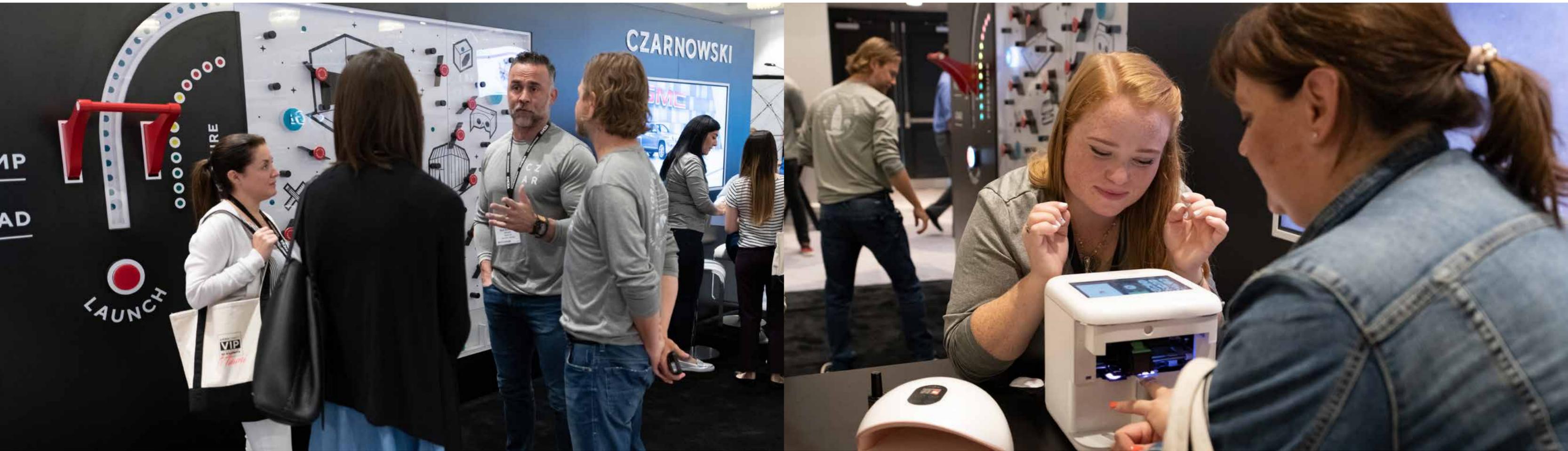
To engage with a discerning HCEAConnect audience in a meaningful and memorable way.

Solution

An exciting experience that paired irresistible interactions with low-key touchpoints to drive booth traffic, boost dwell time and produce crucial event takeaways for attendees.



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We've been exhibiting at HCEAConnect for years. And those years have taught us a few things about who the attendees are, what they want to do at the show and what they hope to walk away with.

Our account team is a big part of the reason we know the HCEA audience so well, having interreacted with them on the show floor year after year. So it made sense to bring them in to help develop our concept for this year's show.

We knew from our account team that HCEA attendees are selective with their time. And—because many attendees walk the show floor with their vendors—you have to give them a compelling reason to step into your space.

So we gamified the experience, creating something visually interesting and entertaining while still telling an important story.

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A cross between Plinko, Pinball and Turing Tumble, our game combined strategy, teamwork, luck and a bouncing ball. Participants were given a simple objective: to drop their ball into the “Success” bucket. But while the goal was simple, achieving it was not.

Players worked with members of our account team to rotate the game’s paddles toward the “Success” bucket. Once the paddles were set, they pulled the handle to pressurize the system and hit launch—watching as the ball jumped around the Czarnowski-themed board.





What participants didn't immediately realize was that the game had been purposefully rigged against them, making it nearly impossible for the ball to drop into the "Success" bucket—at least without a little help.

With an assist from a hidden magnet and a Czarnowski team member, what at first appeared to be a failure became a dramatic success—eliciting high fives and congratulations all around—to send a clear message: no one fails when they partner with Czarnowski.

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While we knew the game would draw people into the booth, we also knew we needed a solution to keep them there. That's where the nail printing station came into play.

As a prize for winning the game, guests were treated to customized nail art. Sitting down at the station to get their nails done allowed them to get off their feet and talk more with our team—whether about their dog whose face was being imprinted on their nail or the marketing challenges they faced when returning to work.





What made the overall experience a success was also what made it complicated: taking two opposing interactions and making them work together towards the same goal.

Both experiences drew a crowd of onlookers eager to see what all the fuss was about. In turn, the crowded space created an environment that was easy to walk into without fear of being pounced on by an overly ambitious sales team.

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Beyond sparking curiosity, the interactions encouraged participation. We not only increased both traffic and dwell time, but we also saw a boost in repeat visitors stopping by to watch the action, refinish their nails or just hang out.

Visitors were impressed with our ability to create a fun experience while still arming them with necessary resources they could use to impress their teams with when they returned to work.



Say hello.

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