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STORIES THAT MOVE

DAIMLER TRUCKS NORTH AMERICA AT MATS

# Daimler Trucks North America at MATS

INDEPENDENT BUT UNIFIED

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## Challenge

To showcase Daimler Trucks North America's four brands (Freightliner, Detroit, Daimler Aftermarket and Western Star) in a unified manner while displaying each brand's unique personality and products at the Mid-America Trucking Show.

## Solution

A balanced design that allowed each brand to maintain its own individual space as it flowed into the next brand's space, keeping attendees focused on discovering all of DTNA's story lines and product offerings.





Each brand had distinct requirements that affected the other brands' designs. Our team collaborated with each DTNA team to ensure everyone was on board with the exhibit designs as they evolved.

The DTNA team members came to the table with clear objectives and a defined set of marketing messages and themes, which we translated into a powerful experiential environment.

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To attract attendees as soon as they entered the hall, we turned the overall layout of the brand spaces 90 degrees to face the hall's entryway. Carpet inlays guided the attendees' attention to different focal points and their feet to the next brand's space.

Subtle color changes and graphic treatments emphasized each individual brand while maintaining a consistent overall palette. The exhibit architecture blended new and rental components, creating an impactful presence without exceeding DTNA's budget.





From Freightliner's "Super Truck" press event and Detroit's interactive displays to Daimler Aftermarket's strong architecture and Western Star's bold thematic vision, we delivered an exciting experience that brought the crowds in and kept them there.