

shoal case study

exhibitions & events

Kompass

shoal  
effective  
creative

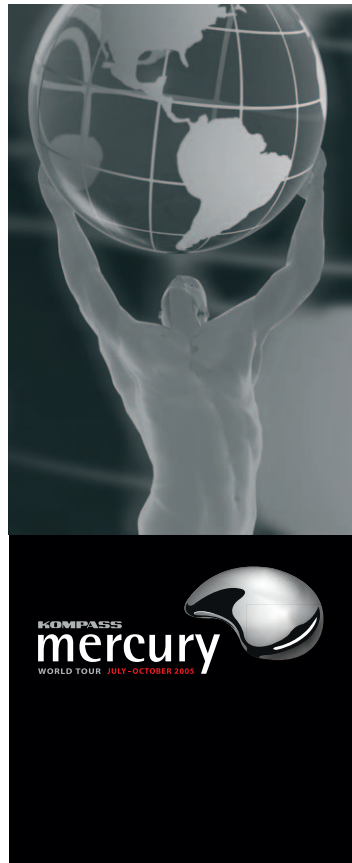
“Instrumental in bringing ideas to the table,  
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that it was a resounding success.”

**Phil Manning**

Senior Marketing Manager, [Kompass.co.uk](http://Kompass.co.uk)

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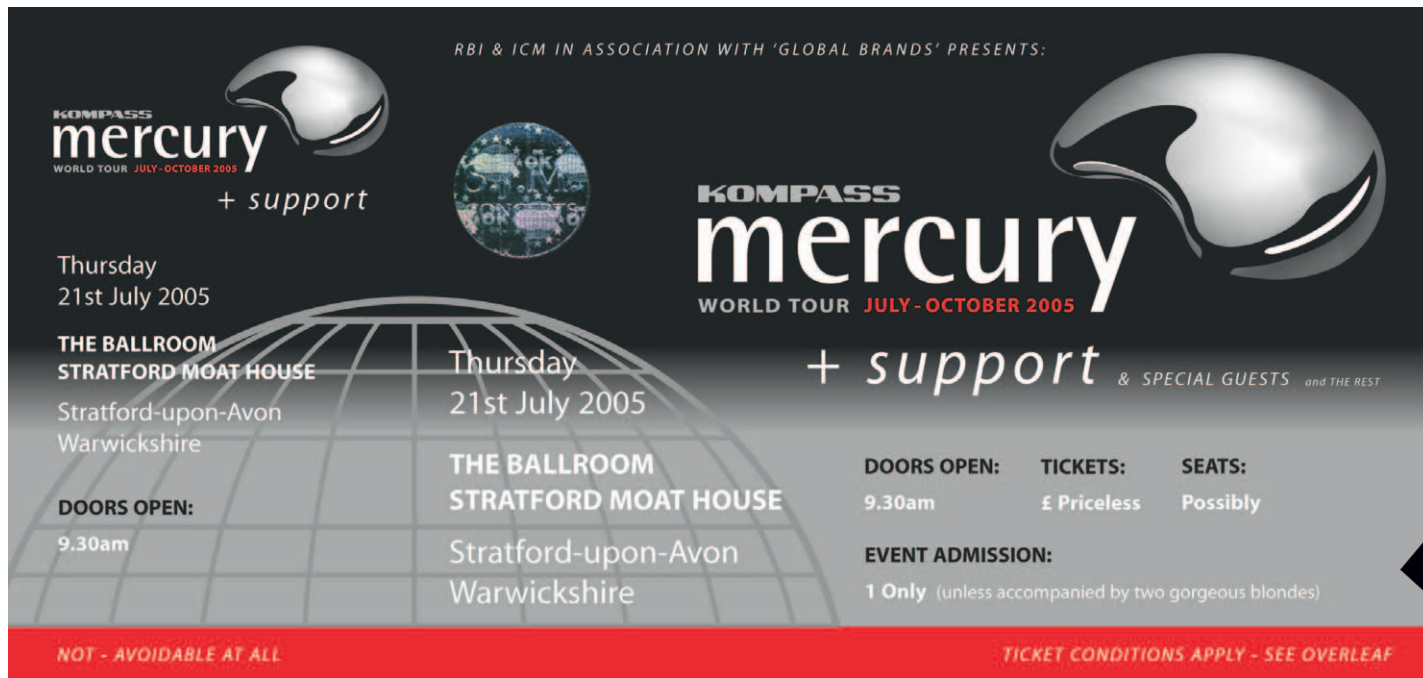
**KOMPASS**  
**Mercury**  
WORLD TOUR JULY - OCTOBER 2005



## When Kompass needed an event to remember... we rocked their world!

**Kompass** is the leading provider of global business-to-business company and product / service information for professionals working within sales, marketing, research and purchasing.

**Objective:** Kompass organised a two-day national sales team conference to announce the introduction of a new internal backroom software application called *Mercury*. Shoal's task was to come up with an engaging and memorable theme for the event and to oversee its application across all related media. Kompass also wanted the main evening awards ceremony to be fun!



**Solution:** Following several creative brainstorm sessions with the Kompass marketing team, we suggested that the conference be based along the theme of a spoof rock concert headlined by a live Queen tribute band led by the inimitable Freddy Mercury... lookalike.

The 'gig' was branded with an event logo created using the Kompass brand colours of black, silver and red, which were perfect for our rock music theme. Each delegate was sent a conference invitation in the form of a concert ticket, accompanied by the agenda in a printed CD case. Posters adorned the plush conference venue advertising the forthcoming event.

*Mercury* themed tour T-shirts and baseball caps were also produced especially for the event and the more adventurous delegates even donned false moustaches and shoulder length poodle perm wigs... Rock on!


  
**KOMPASS mercury**
  
 WORLD TOUR JULY - OCTOBER 2005

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**Effective:** Our solution turned what could have been a relatively conservative launch into a truly memorable and enjoyable event. The sales team totally bought into the new *Mercury* software and the entire event was a huge success.



*“Having worked with Shoal for a number of years, they were the first company we turned to once the Kompass conference dates were set. As the focus for the conference was the launch of a new customer relationship management service ‘Mercury’ - the event required visual impact as well as a specific identity to get all involved on board with the new tool.*

*There is no doubt that both these objectives were met. The event itself is still spoken about as “one of the best conferences I have ever been to” (and there have been many) and the posters and invites remain on the walls of our head office several years after the event. Instrumental in bringing ideas to the table, Shoal’s commitment to the event ensured that it was a resounding success.”*

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