



Client

Qualcomm

Situation

Qualcomm was a participant in a tradeshow and required a vehicle to get attendees to seminars they were holding for education on a new product.

Solution

We recommended a new high quality travel mug in a beautiful sapphire blue branded with Qualcomm's logo. The travel mug was displayed in their booth but trade show attendees were told that they had to attend the seminar to receive the mug.

Results

Qualcomm recorded a very high attendance to the seminars, with many attendees going twice to receive another travel mug.



CASE HISTORY