

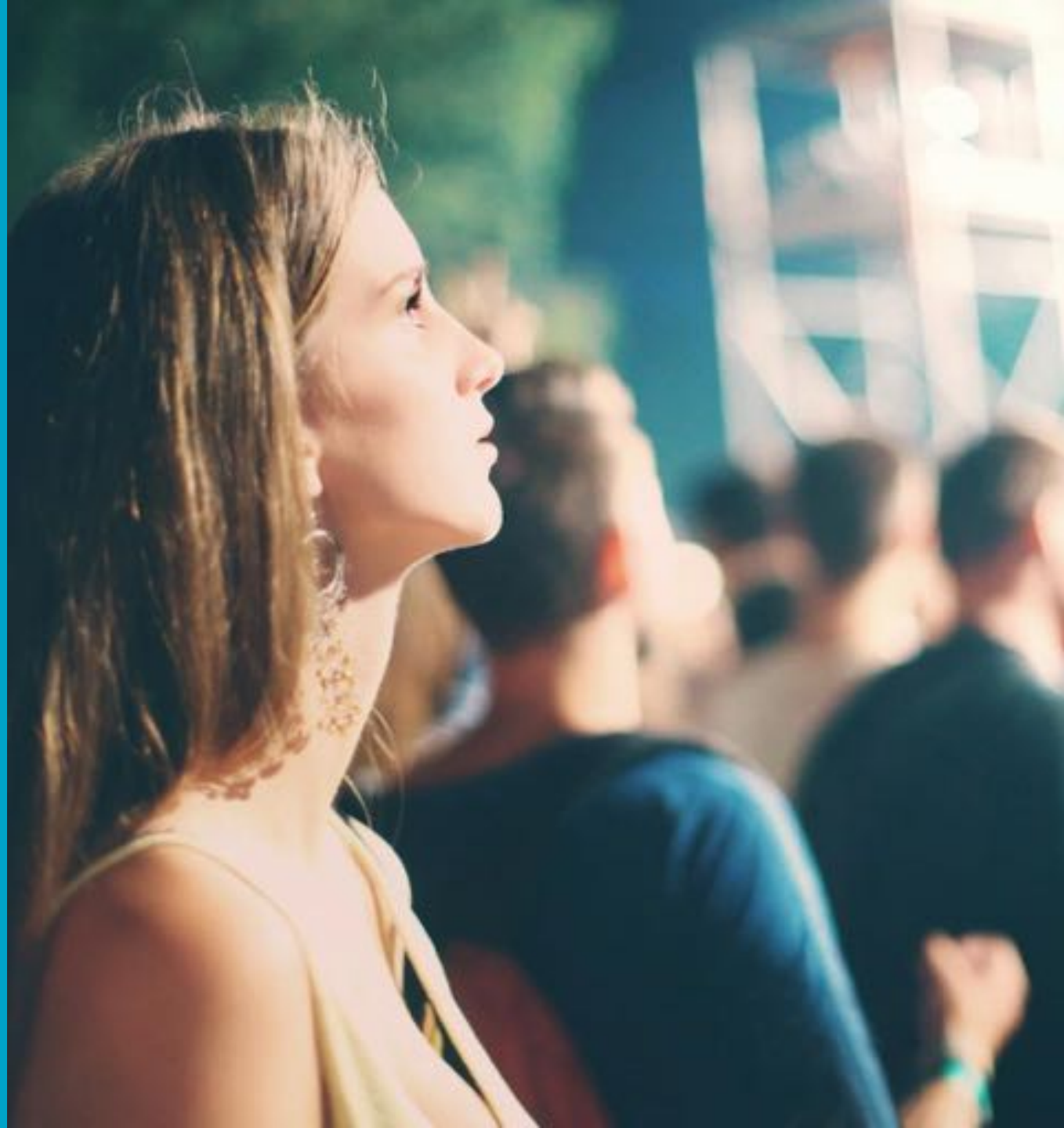


Positioning 4 Mindshare

Aligning Perception to Win
New Customers & Drive Sales

B2B Image Campaign Concept

Nikke Blout
Global Marketing Director
February 17, 2017



Perception Alignment: Positioning + Communicating our Value Proposition

Adam Hall Group = Event Technology Solutions



1st Carrier: New CI/CD with New Claim



2nd Carrier: New Corporate Website



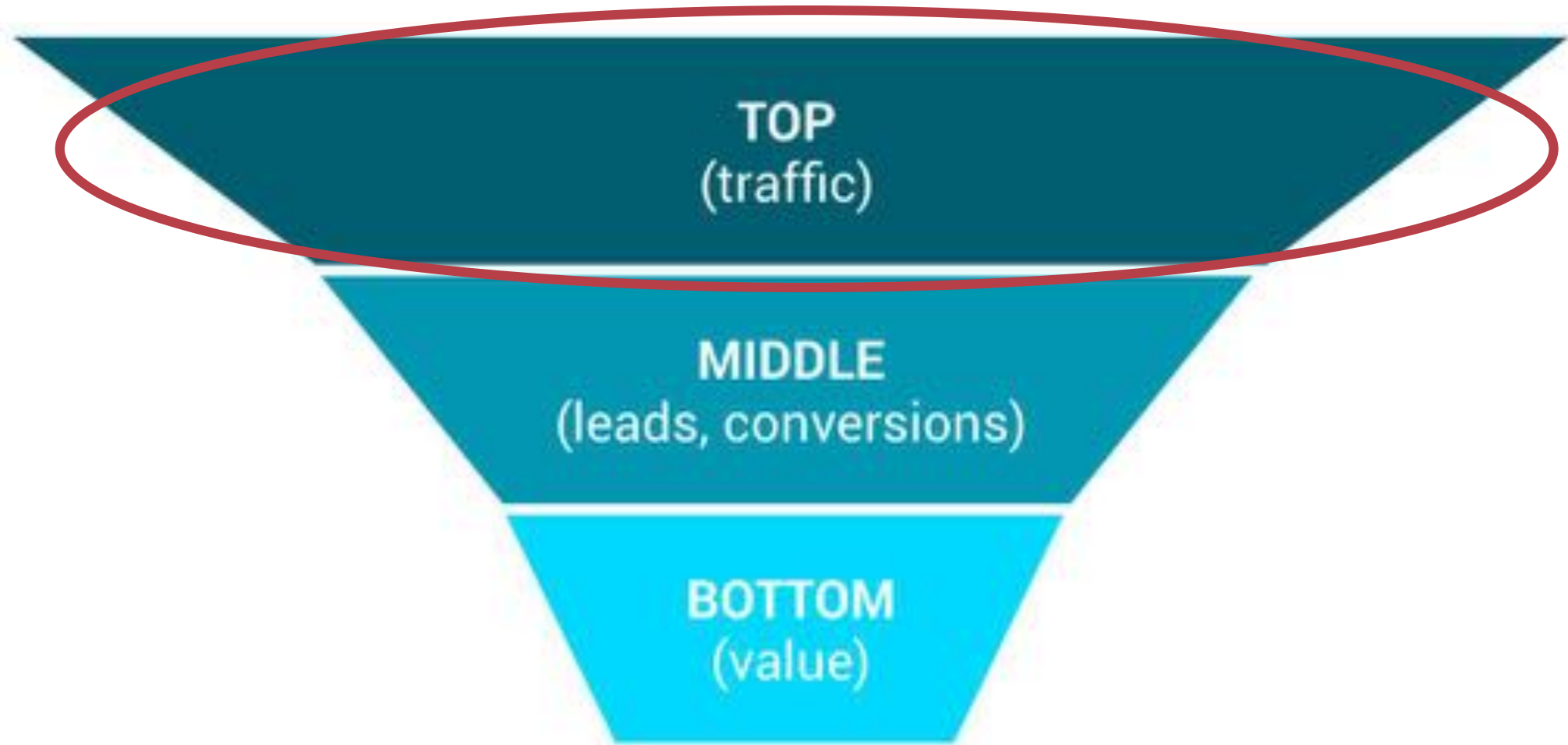
3rd Carrier: B2B Image Campaign

Campaign as final step to bridge gap in awareness
BEFORE customers & prospects *ARRIVE* at
our website, trade show stand, showroom, sales rep., etc.

Add → Corporate Hashtags for B2B Social Media

Add → Corporate Image Linking in each Brand Ad

Generating awareness well BEFORE, so they can come to us...



Pull vs. Push Marketing: Mixing both to Enhance Sale's Success Rate

Push Marketing

- we take it to them

Examples:

- Direct Mailings
 - E-mail Blasts
 - Catalogue Mailings
- Sales Calls / Cold Calls
- Sales Meetings
- Trade Fair Promotions
- PoS Displays
- Attractive Packaging

Pull Marketing

- they come to you

Examples:

- Customer Service that "wows"
- Word-of-Mouth Referrals
- Comprehension of our Offering (cross-buying)
- Engaging Content & Use Stories to Build Trust
- Search Engines – great SEO & Key Words
- Brand Awareness Campaigns
 - Clarifies positioning
 - Builds image
 - Boosts awareness
- Value Proposition conveyed everywhere consistently
 - We offer Solutions to your problems in Event Technology

Target Audience	Objectives	Brand Promise	Key Messages	Channels	Engagers
<p>B2B Verticals</p> <ol style="list-style-type: none"> 1. MI Retailers 2. Installers 3. Rental Companies 4. Industry / Flt Case 	<p>Align Perception</p> <p>Strengthen Position</p> <p>Elevate Image to open doors of opportunity</p> <p>Gain more traction in "Pro" Communities</p> <p>Profit from adding in Pull Marketing to mix</p> <p>New-Customer Wins</p> <p>Fuel Cross-Selling Potential in each Sale</p>	<p>Enabling People to Share Great Moments</p> <p>Inventive / Innovative</p> <p>Solutions-Oriented</p> <p>Customer as Driver</p> <p>Values Relationships</p> <p>Service that "wows"</p> <p>Value: Quality at Affordable Prices</p> <p>Warm</p> <p>Friendly</p> <p>Approachable</p>	<p>Leading provider of Event Tech Solutions</p> <p>Low- / Mid- Markets</p> <p>B2B Focus</p> <p>"Solutions" Offering: Sound, Light, Stage, Hardware</p> <p>Manufacturing Co. with own brands</p> <p>German Design & Engineering, incl. Italian Designers</p> <p>Driving Innovation</p> <p>Global & Growing</p> <p>40-year Heritage</p>	<p>9-mo. B2B Campaign:</p> <ul style="list-style-type: none"> ▪ Advertisement ▪ Press Release ▪ Pitch Story Press ▪ Homepage Banner ▪ Merchandise <ul style="list-style-type: none"> ▪ T-Shirt ▪ Bierdeckel ▪ Hoody ▪ Pen ▪ BreathMints ▪ Image Brochure ▪ Image Video ▪ Social Media <ul style="list-style-type: none"> ▪ LI / X posts ▪ FB Contest ▪ G+ Banner ▪ Hashtags ▪ Image Partners <ul style="list-style-type: none"> ▪ Becks Stage ▪ Red Bull 	<p>Engagement Team</p> <ul style="list-style-type: none"> ▪ Brand Ads <ul style="list-style-type: none"> ▪ Kathi ▪ Press Stories <ul style="list-style-type: none"> ▪ Nikke, Peter ▪ Merchandise <ul style="list-style-type: none"> ▪ Steffen ▪ Social Media <ul style="list-style-type: none"> ▪ Laura <p>Kickoff and Timeframe</p> <ul style="list-style-type: none"> ▪ PLS Show <ul style="list-style-type: none"> ▪ Mar - Dec

CALL and RESPONSE



“Call & Response” Campaign Theme / Slogan

do you do
event.tech?

“Call & Response” Campaign Theme / Slogan

i do
event.tech

Print Advert



do you do
event.tech?

We do too.

For more than 40 years, the Adam Hall Group has been dedicated to serving professionals in the field of event technology. With a full-scale portfolio of pro audio, pro lighting, stage equipment and flight case solutions, we are driven by our commitment to design, quality and proven customer centred products and solutions to help you turn your creative ideas into reality - and create more people to share your moments together.

SOUND **LIGHT** **STAGE** **HARDWARE**
TECHNOLOGY SOLUTIONS EQUIPMENT DESIGN

adamhall.com

adam hall
experience event technology

www.adamhall.com

Working Together: Corporate Strip in Sub-Brand Ads



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IN GERMANY.

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EDITION 2017

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 **german award 17**
excellence

 **GERMAN DESIGN AWARD**
WINNER 2017

 **iF DESIGN AWARD 2016**

 **red dot award 2016**

Gravity® is a brand of  **adam hall** experience event technology

SOUND | **LIGHT** | **STAGE** | **HARDWARE**
TECHNOLOGY | TECHNOLOGY | EQUIPMENT | PRODUCTS

share the experience at:
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event.tech?

we do too.

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experience event technology

ADAM HALL GROUP BRANDS

LD **comed** Gravity **DEFENDER** **ah** **ah** **ah**

SOUND **LIGHT** **STAGE** **HARDWARE**
TECHNOLOGY TECHNOLOGY EQUIPMENT FOR FLIGHTCASES

Social Media & Header Banners



do you do
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ADAM HALL GROUP BRANDS

SOUND **LIGHT** **STAGE** **HARDWARE**
TECHNOLOGY TECHNOLOGY EQUIPMENT FOR FLIGHTCASES

we do too.


experience event technology

Merchandise Articles

T-Shirt



Hoody



Bierdeckel



Breath Mints



Gift Boxes



Pens



AHG Image Campaign Concept Scalability

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SCALABLE STEPS



2017/2018 **Image Campaign**



2019/2020 **Blog Platform / Content Ecosystem**



2020/2021 **Corporate Publishing**

Press Pitch: Exclusive Profile Story + PLS Meetings + Press Conference



Target Outlets Pro:

1. Installation Magazine ✓
2. Audio Media Internat'l
3. PSN Europe
4. Mondo*dr ✓
5. Production Partner
6. Professional System
7. pma Magazine ✓
8. Frankfurt Daily (PLS)
9. Event Rookie
10. Lighting & Sound Int'l
11. AV & STAGE (NL) ✓
12. ProAudio Asia/EMEA
13. ZioGiorgio (IT)
14. Conessioni (IT)
15. ISP (ES)
16. Musica y Mercado (SoAm)
17. Project'n, Lights, Staging (US)

Target Outlets MI:

1. MI Pro (UK)
2. Das Music Instrument
3. Music Trades ✓
4. Music Inc. ✓
5. MMR
6. Music & Sound Retailer



Exclusive Press Invitation

Discover a new iconic concept

LD
SYSTEMS **PRO AUDIO**
IN MOTION

Design by
PORSCHE DESIGN
STUDIO

Exclusive Press Invitation



Adam Hall Group Unveils New Product Collaboration with Porsche Design Studio at Prolight+Sound 2017

We cordially invite you to join us for the exclusive unveiling of a new iconic concept under our LD Systems® brand. Join us and be the first to see a new status quo in pro audio design.

Press Conference: Tuesday, April 4th at 1:00 p.m. in Hall 3.1 #E60-F70 (catering provided).

Press Releases: PLS New Product Highlights



Press release

Hall 3.1 #E60-F70

Adam Hall Group World Premieres at Prolight + Sound

Köln, October 15, 2017 – At this year's **Prolight + Sound** (4 to 7 April) in Frankfurt am Main, the Adam Hall Group – a manufacturer and distributor of event technology solutions – will unveil several world premieres in Hall 3.1 #E60-F70. At the same time, the German company will announce its collaboration with the legendary Porsche Design Studio.

At the start of the exhibition, our pro-audio brand, **LD Systems**®, will unveil its near-production concept for a future-oriented sound product, which has been developed in collaboration with the Porsche Design Studio. "Our development team, together with the designers from the Porsche Design Studio, have done a first-class job. We are introducing a brand-new kind of design into the industry – I am really looking forward to seeing the reactions in the market," says Alexander Fienckem, CEO of the Adam Hall Group.

"This integrative design has never been seen before on the market and makes no compromises on sound quality, but is technically unique," says Porsche Design Studio designer **Dirk Ingeth**, who has worked with his team on the design. And these could be ideal conditions for a new status quo in professional music reproduction. More information at www.adamhall.com/2017-premiere.

The next highlight is the **Mikro³ S 60**, from the brand **LD Systems**® – the world's first mobile, battery-powered volume-FL system. With 16 hours of battery life from a single charge and long-term high performance thanks to its lithium-ion replacement batteries, the Mikro³ S 60 guarantees total freedom and excellent sound quality. The Mikro³ S 60 offers all the benefits that have already made the Mikro³ S a bestseller: ultra-portable construction, RA and monitor system in one, an integrated mixer with Bluetooth®, 800 watts peak power, high sound pressure with 120 dB (Peak) and award-winning design. The long-life lithium-ion rechargeable battery makes the Mikro³ S 60 even more portable, and broadens its scope of application almost endlessly.

Cameo®, the professional lighting equipment brand, will present its **ZENIT** series to the public for the first time. It comprises several products and accessories, and is aimed at the professional installation and rental market. Designed to be the **perfect all-round spotlights** for numerous applications, the **ZENIT** series includes mains- and battery-powered lighting products for indoor and outdoor applications, as well as zoom spots and high-quality diffusers. Their compact housings are equipped with high-quality components from brand manufacturers. The series comprises the already well-known RA lights **ZENIT² S 120** (with zoom and IP65 rating) and the **ZENIT² P 120** and **ZENIT² P 40** (with light shaping diffuser and IP65 rating).

New additions to the **ZENIT** series are the **ZENIT² M 60** battery-operated, IP 65-rated RA lights (Black or Chrome Housing). Not least due to their specially developed high-performance batteries, they provide great freedom in lighting design. The **ICMX²** App-Controller and the **ICMX²**



Come® **WIFI to W-DIMX**™ connector box enable absolute mobility. For safe transport, **Come**® has included a tearing case for six **ZENIT² M 60** in its range. The spotlights can not only be conveniently stored in the German-manufactured case, but also charged, as it features a charging system.

The **ZENIT** series is rounded off by the **ZENIT² M 600** LED washer, a completely new **Come**® development, with IP65 rating and a new design, which is indicative of the future direction for **Come**® designs. The **ZENIT² M 600** washer offers great versatility and user-friendly application, with flexible control options via **DMX**® core and **W-DIMX**™ technology.

Grovity®, the stands and accessories brand with an extensive portfolio covering almost all of the classic areas of application, has recently been nominated for the German Brand Award. Now the multiple award-winning premium brand is extending its range. Further possible future design prize-winning innovations such as a revolutionary laptop stand or a highly flexible keyboard table (should not go unmentioned here, as well as products from the **Lifestyle** sector, which already hint at the **Grovity**® brand's future direction.

EventTech, **ProAudio**, **ProLighting**, **ProManagement**, **ProLight**, **ProSound**, **ProStudio**

Further information:

www.ld-systems.com
www.grovitystands.com
www.cameolight.com

Information about the Adam Hall Group:

www.adamhall.com
info@adamhall.com

About the Adam Hall Group

The Adam Hall Group is a leading German manufacturer and distributor company that provides event technology solutions to business customers worldwide. Its target groups include entertainers, artists, the event and entertainment industry, broadcast studios and air and space integration in both the private and public sector, as well as industrial manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage equipment and light case hardware under its own brands **LD Systems**®, **Come**®, **Grovity**®, **DEFENDER**®, **Pro**® and **Adam Hall**®.


Since 2014, the Adam Hall Group has developed into a collection of brands, including event technology companies. This includes an LED lighting manufacturer and lighting store of its own kind, **LEDlighter** (www.ledlighter.com). With **LEDlighter**, through its focus on ideas and creative operations, the Adam Hall Group has been successful with a number of international awards for innovative product developments and pioneering product design. Their previous milestones such as "Red Dot", "German Design Award" and "iF Product Award" are evidence for the quality of their portable lamp system and high-resolution sound system **LD Systems**® **LD 900**®, the battery-powered LED lighting system **LD Systems**® **LD 900**®, and the premium microphone stand from the brand **Grovity**®. Further information on the Adam Hall Group can be found online at www.adamhall.com.

About the Porsche Design Studio

Porsche Design Studio, with its headquarters in Stuttgart, is part of the Porsche **AG** and **Porsche Financial Services**. It is a subsidiary of **Porsche AG**. In 2012, Porsche Design Studio was established in Stuttgart. The studio has been active in Stuttgart in the field of design for over 10 years. In the studio, a wide range of ideas were generated such as watches, glasses and writing instruments and were realized under the name "Porsche Design". Not a heritage of industrial products,



Press Releases: AHG New Positioning



Press Release

Adam Hall Group mit Neupositionierung auf weiterer Expansion
Adam Hall Group Continues Growth Expansion and Launches New Corporate Positioning

Neu-Amstach, Germany – February XX, 2017 – Placing even more focus on its business customers, Adam Hall announces its new corporate positioning as the Adam Hall Group and launches a new corporate identity designed to address growth in new and existing markets within the professional event technology industry.

Reasons why:

- Growth
 - # Product Range (7,000 items available in Sound, Light, Stage, Hardware)
 - # Brands (LDS, CAM, GRA, PAL, DJF, AH-H, AH-SE)
 - # New Markets (Europe, Asia, Americas)
- Transparency
 - # Designers and Engineers in-house
 - # Service Spectrum

How it will affect:
Strength of the new brand identity will increase transparency to customers in terms of our solution offering and service commitment
increase business opportunities for distributors

Who
Where

- New CI/CD
- New Website and B2B Webshop
- Corporate Image Campaign
- New Product Design Innovations
 - New product launch @PLS with world-renown design partner (LD Systems MAUI P900)
 - Awards
- Experience Center 10,000 m²
- **Logistics Parc** 14,000 m² with 10k Palettenplätzen and 17k Behälterstellplätze

In 2018, the Adam Hall Group plans to open the doors to its new Experience Center located at its

Key Messages

1. Positioning
 1. Who we are
 2. What we offer
 3. For whom we do it
 4. Why we do it
2. Growth
 1. EU, APAC, NA, SA
 2. New Innovations
 1. Awards
 2. Teaser for MAUI P900
 3. Building Projects
 1. Logistics Parc
 2. Experience Ctr

Mission Statement

Our mission is to make the world a brighter place. We drive this ambition by creating innovative, user-friendly and performance-driven event technology solutions, which enable people to electrify their ideas, amplify emotions and share great moments together.

Unsere Mission ist es, die Welt etwas freundlicher zu machen. Um dies zu erreichen, schaffen wir innovative, benutzerfreundliche und performance-orientierte Lösungen für Eventtechnik, die es mehr Menschen ermöglichen, ihre Ideen und Emotionen klanglich und visuell auszudrücken und unvergessliche Momente miteinander zu teilen.