



Canon Virginia - NPE, The Plastics Show, 2018

Booth Size: 80' x 100'

Objective: Brand Awareness, Engagement, and Education

The Solution: Canon Virginia, the plastic mold manufacturing division of Canon, wanted to create a cohesive brand journey that told their brand's story and illustrated their manufacturing capabilities. Most exhibits at NPE display large machinery out in the open and don't require attendees to walk inside. Instead, Gilbert designed an exhibit that focused on storytelling, which enticed people to enter the exhibit and learn more about Canon Virginia's products. Canon asked us to design a space that featured three distinct product categories: Product Assembly, Plastic Injection Molding and Precision Mold Making. We

created three individual environments to live under the "Get the Job Won" theme that Canon Virginia highlights in their branding.

The Result: The overall design proved to be successful for Canon and helped them achieve their goals of not only showcasing Canon Virginia's capabilities, but also those of their parent company, Canon Inc. Canon reported increased brand awareness and significant engagement at the show due to the immersive experience that Gilbert created.