



# Hain Celestial Natural Products Expo West, 2017

**Booth Size:** 40' x 80'

**Objective:** Increased Sales and Brand Awareness of Hain's Personal Care Brands

**The Solution:** Hain Celestial wanted to drive sales and increase awareness of their Personal Care line of brands. Historically, these brands lived amongst Hain's other products with no major differentiation. To boost sales and engagement, Gilbert separated the Personal Care section into its own "mini booth" that differentiated

those brands from the rest and demonstrated their distinct values.

**The Result:** Foot traffic around the Personal Care brands increased by 100%. Sales saw a double-digit increase as a direct result of the trade show activation.