



Nikon at Photo Plus



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Nikon: Building Brand Equity and Maximizing Modularity



Project Type: Custom Trade Show Exhibit

Location: Various Locations

Services Provided: Brand Analysis, Exhibit Design, Exhibit Construction, Event Services, Showsite Supervision, Installation & Dismantle, Storage

The Challenge

Nikon, the leading name in the photography industry and a long-time Gilbert client, approached us with a unique challenge for their exhibit at PhotoPlus East. After celebrating their 100 year anniversary in 2017, Nikon wanted to reevaluate their brand image, analyze how they marketed themselves, and launch their innovative mirrorless camera, the Nikon Z.

Historically, Nikon's show presence was marked by loud representations of their brand colors and glass showcases to display their cameras and lenses, which for years made a statement at shows. This time,

Nikon wanted to take things in a new direction. They wanted a new, contemporary aesthetic and to form a deeper connection between their products and the people who love them while honoring their rich brand heritage, all while working within a limited budget.

Nikon attends multiple shows throughout the year under their two sub-brands: Imaging and Sports Optics. Each exhibit at these 6 shows strategically utilizes elements from other Nikon exhibits to maximize on investment, which means that Nikon's fixtures need to be designed, engineered, and constructed with modularity and adaptability in mind.

The Approach

For Gilbert to reimagine a brand as iconic as Nikon, we needed to gain an intimate understanding of who Nikon is, where they wanted to go, and who their customers are. We collaborated closely with their team members and analyzed every aspect of their previous shows: color, attendee engagement, selling experience, and opportunities for education and brand building.

We chose a more subtle palette of colors and textures: white and wood flooring and tables created an inviting atmosphere while a black backdrop with iconic "Nikon yellow" graphics stayed true to brand. We eliminated the glass showcases and introduced product tables lined with cameras that allowed attendees to touch, feel, and play with Nikon's product range like never before. Gilbert worked with Nikon to station educated salespeople around the floor to help and educate attendees.

Keeping their budget in mind, we refurbished many of Nikon's existing assets for the new exhibit and designed and manufactured the booth to be modular to and able to be used at other Nikon shows to maximize their investment .

We implemented several activation experiences for the Nikon Z. A live photoshoot experience allowed attendees to sample the Z and other cameras and lenses while photographing models on two circular stages that flanked the exhibit. Gallery walls lined the interior and exterior of the exhibit with stunning photographs from Nikon's ambassadors, some of the most recognized and celebrated photographers in the world. The back center of the exhibit held the Nikon stage, where those same acclaimed photographers delivered education sessions and demonstrations with the Nikon Z throughout the show.

The Result

Nikon's presence at PhotoPlus East 2018 was a massive success. Their exhibit was one of the most attended and their photographer talks and demonstrations were consistently flooded. The updated, modernized look and feel launched a new image for the Nikon brand and the experiences inside delivered real, lasting impact. Both the existing and new elements will be utilized at future shows such as the CES, WPPI, and PGA.



Nikon at CES



Nikon at PGA Merchandise