



CASE STUDY

NIKON – BILD EXPO

Overview

Nikon partnered with Gilbert to create a standout exhibit for Bild Expo that captured attention, engaged attendees, and showcased their brand strength. Working within a tight timeline and budget, Gilbert delivered a custom, flexible design that adapted to evolving ideas—resulting in a dynamic presence that drove traffic, boosted engagement, and delivered measurable ROI.

The Challenge

From the start, Gilbert's focus was on translating Nikon's vision into a high-impact exhibit that balanced creativity, functionality, and budget requirements. Nikon's exhibit was shaped by a tight timeline and defined budget, requiring Gilbert to plan strategically and work with precision. As the creative vision evolved, design refinements were introduced throughout development—enhancements that ultimately strengthened the final presentation.

These adjustments called for flexibility, quick decision-making, and close coordination to keep the project on schedule while delivering the highest quality.

The Approach

We developed a custom design that reflected Nikon's brand personality while meeting the practical needs of their team and visitors at Bild Expo. As the creative direction evolved, we incorporated refinements to strengthen the final presentation—ensuring every element worked together cohesively.

To maintain control over quality and efficiency, we managed the entire process in-house, including fabrication, graphic production, logistics, and on-site installation. The exhibit featured optimized traffic flow, integrated product displays, and striking brand visuals designed to stand out on the show floor. Close collaboration with Nikon's team, supported by clear communication and agile coordination, allowed us to adapt seamlessly to changes while keeping the project on schedule and delivering a final installation that was both visually compelling and highly functional.

The Result

The exhibit attracted steady traffic and stood out prominently on the show floor. Nikon reported increased engagement and a strong return on investment, with attendees visiting the B&H store afterward to make purchases. This successful execution elevated Nikon's industry presence and reinforced their position as a leader over their competitors.



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