



CASE STUDY

SAFILO - VISION EXPO EAST

Overview

Safilo, one of the world's largest eyewear manufacturers, partnered with Gilbert to reimagine their presence at Vision Expo East with a bold, immersive brand activation. Aiming to stand out among competitors and reassert their industry influence, Safilo wanted an experience that would both captivate attendees and spark conversation. The result was a dynamic, projection-mapped environment centered around a 24-foot-tall ring, combining light, sound, and storytelling to create a destination that was impossible to overlook.

The Challenge

One of the world's largest eyewear manufacturers, Safilo came to Gilbert with the aim of launching a completely reinvisioned brand activation at Vision Expo that made a serious statement amongst the competition. Safilo wanted to revitalize their presence through a standout immersive experience coupled with engaging brand activations that would draw attendees in and have the industry recognize Safilo's influence.

The Approach

Our goal for Safilo's brand presence at Vision Expo east was to create an otherworldly environment for Safilo to tell their story. Gilbert designed a massive projection-mapped ring as its focal point that enveloped attendees as they entered and ensconced them in the world of Safilo.

The ring's exterior featured a projected Safilo logo made of pure white light while the interior displayed looping brand video for attendees to watch as they interacted with staff and grabbed refreshments. With the addition of a central bar positioned directly underneath the ring, music, and ambient lighting, the goal was for Safilo's exhibit to become a destination, and standing at 24' tall, to be impossible to ignore.

Two distinct brand activations flanked the ring and served as experiential moments for attendees and platforms for panels and presentations.

The Result

After the show, Safilo's leadership stated that "Vision Expo East was a tremendous success for Safilo this year. It was the perfect stage for us to debut our all-new state-of-the-art booth with a lot of excitement." The combination of experiential brand activations, the central immersive ring, light, sound, and brand content created a brand story that was truly impactful and won Safilo's exhibit the TopVEW award at Vision Expo West in 2019.



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