

Agency: SCHACHZUG – Agentur für Markenkommunikation GmbH
Client: SENEK GmbH
Project: SENEK 360° / Fair presence at the ees/Intersolar 2019

CREATION

Creative Idea

»Designing the energy transition« is SENEK's creed. The innovative subsidiary of EnBW based in Leipzig provides highly sustainable energy solutions and has been setting benchmarks as a manufacturer of high-performance intelligent energy storage systems since 2009. At the ees 2019 in Munich, SENEK presented itself for the first time as a full-service provider: from photo voltaic to storage systems and wall boxes, and complemented by innovative digital cloud solutions (virtual electricity account), the company offers holistic energy ecosystems for home use from a single provider.

The core task was to clearly and strikingly communicate the transformation from a B2B mono-product provider to a 360° provider of intelligent solar solutions for the home. For this purpose, a conceptual anchor has been developed that sums up the facts in a simple and appropriate way, but that also served as the foundation for the architectural concept and holistic activation and communication concept for the fair presence. A clear and compelling combination of copy and imagery was created:



Target Group Affinity

The products are sold by partners. They value SENEK storage systems for their simplicity, safety, and quality: SENEK is the favorite among electric installers – not only because they are the only manufacturer who can guarantee 100% storage capacity for 10 years.

The personal peer-to-peer communication with existing and potential partners is essential to SENEK. The fair booth conveys this open attitude and focuses on direct dialogue. Various communicative environments were created that characterized the booth:

- Dialogue stations at the front, flanked by exhibits
- The Auditorium in the back with a schedule designed for the target audience
- Catering area on the gallery, accessible for every visitor
- Two closed rooms for confidential conversations

Details

The dialogue-based set up was complemented by measures that communicated the product features clearly and concisely – statically and in diverse media. Informative exhibits such as the glass storage systems and interactive home models created comprehensive understanding of the products.

The 360° topic was tangible across all facets of the fair presence – from the architecture (see: »Scenography«) and communication to service and hospitality: the 100 m² Rooftop Lounge in the gallery with special food and drinks (such as the daily *Weißwurst* breakfast) was inviting and encouraged relaxed conversations among newcomers and partners.

And last but not least, the booth party: the sun literally rose in the form of a giant disco ball that filled the whole hall with a 360° light show. The party lasted until “Sonnenuntergang.” (A pun on the direct competitor Sonnen; “Sonnenuntergang” meaning both “sundown” and “downfall of Sonnen”.)

Design

SENEC debuted a new corporate design at the beginning of the year. Spatial communication guidelines did not exist up to this point. So, the development of the booth design was, at the same time, the development of the CD for temporary structures. Characteristic CD details like rounded corners in image communication were adopted for 3D use and in the booth floorplan, including the Energy Frame. The result was a 360° trade fair presence that conformed to brand guidelines and radiated energy.

Power of Innovation

Innovative products were presented appropriately for the professional target groups: focused on content, supported by media, but never “over-staged.” The glass storage system explained the highly compatible clever design at a glance. The Info Pods – media exhibits reminiscent of the characteristic SENEK storage shape – drew in passing visitors with comprehensive infotainment. A 360° animation presented the product portfolio in an exciting and informative approach. And finally, the Energy Frame: light and projected animation captured the attention of the visitors from a distance with a mix of static branding and communication in 360°.

IMPLEMENTATION

Scenography

The booth architecture, focused on dialogue, is open and inviting – the 360° theme is consistently present and is found in the overall impression of the booth and in the smallest details:

- Highly visible landmark: the »Energy Frame« illuminated the booth with a spherically dynamic energy flow.
- Visitor magnet: the centrally located round Information Desk included the 360° theme in an architectural gesture and drew the visitors into the center of the booth. Radiating outwards, dialogue stations encouraged direct contact between sales and potential partners.
- Power through and through: illuminated blue energy lines accent the architecture, visually electrify the whole booth, and support the way finding, creating a connection through the communicative elements.

Product Integration

All products were not only integrated directly into the booth, they were also made tangible in exhibits like the glass storage system and interactive home models. In the center of the booth, a house was presented as a stylized showroom in which the entire product ecosystem was presented, and partners like Jung (smart home) and EnBW (Tanknetz E-Mobility) were integrated.

Brand Communication

Initially conceived as a motto for the fair, “SENEC 360°” has become the umbrella brand for product communication for the portfolio. Since the fair, the signet has become an integral element of the product communication of the company. In the process of aligning the design elements in conversations with the client about the existing design and new elements, the idea for a SENEK 360° campaign was conceived that is also the basis for print products, e. g. the product catalog that was published at the same time. The graphic guidelines were further developed in a striking manner suitable for activation and guerilla measures.

Accompanying Measures

Additional measures were an integral part of the comprehensive concept and were largely responsible for the successful activation at the fair. A prize-drawing helped raise orders: all partners who placed orders during the fair received – depending on the value of the order – a number of lots. The prize: an Audi e-tron incl. electric refueling in the EnBW network. On site there were additional activation and guerilla measures:

- Activation through electrification: In the SENEK area in the fair foyer, a Van de Graaf generator set visitors' hair on end. The visitors were subsequently guided to the main booth to pick up their individual photo / give-away.
- Cheeky gesture: In a guerilla action, floor prints took a stab at the direct competitors (Sonnen, Solarwatt, Varta, LG). Solarwatt reacted immediately with its own stickers. Over the days of the fair, a creative competition arose that was the talk of the fair.

Results

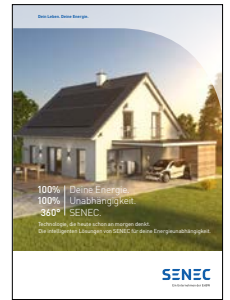
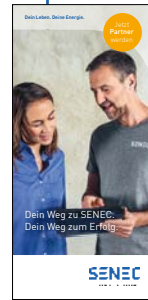
- All around success: sales targets were exceeded after just two of the four fair days. At the closing, orders were 250% over the target.
- The number of partners was almost tripled.
- With over 1,000 guests, the booth party was a highlight of the fair

SUSTAINABILITY

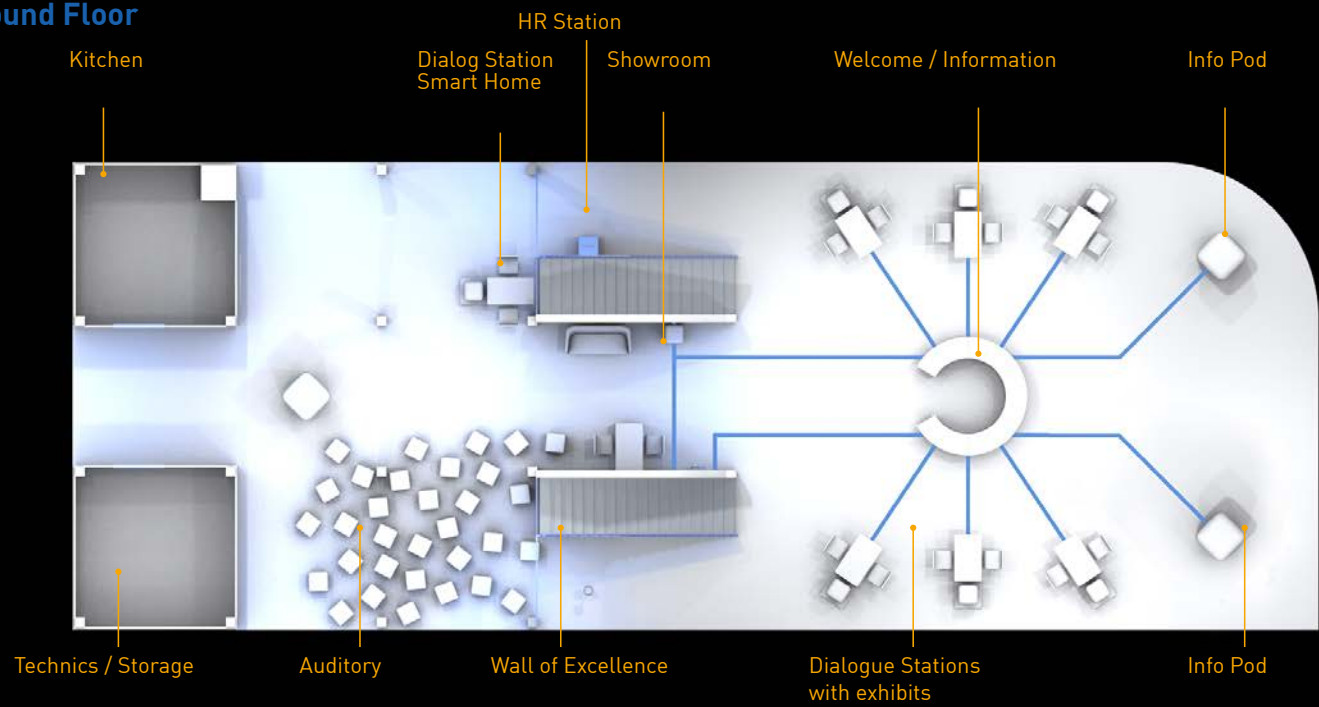
The elements of the booth were designed so that the majority function as modules and can be individually used at other fairs – from the dialogue stations and the welcome desk to the Info Pods and other exhibits. The planning for the immediate future is also sustainable: individual modules are in storage so that the booth can be built in the same way for the next two years.

SENEC 360*: Not just a booth design, but a 360° approach in communication

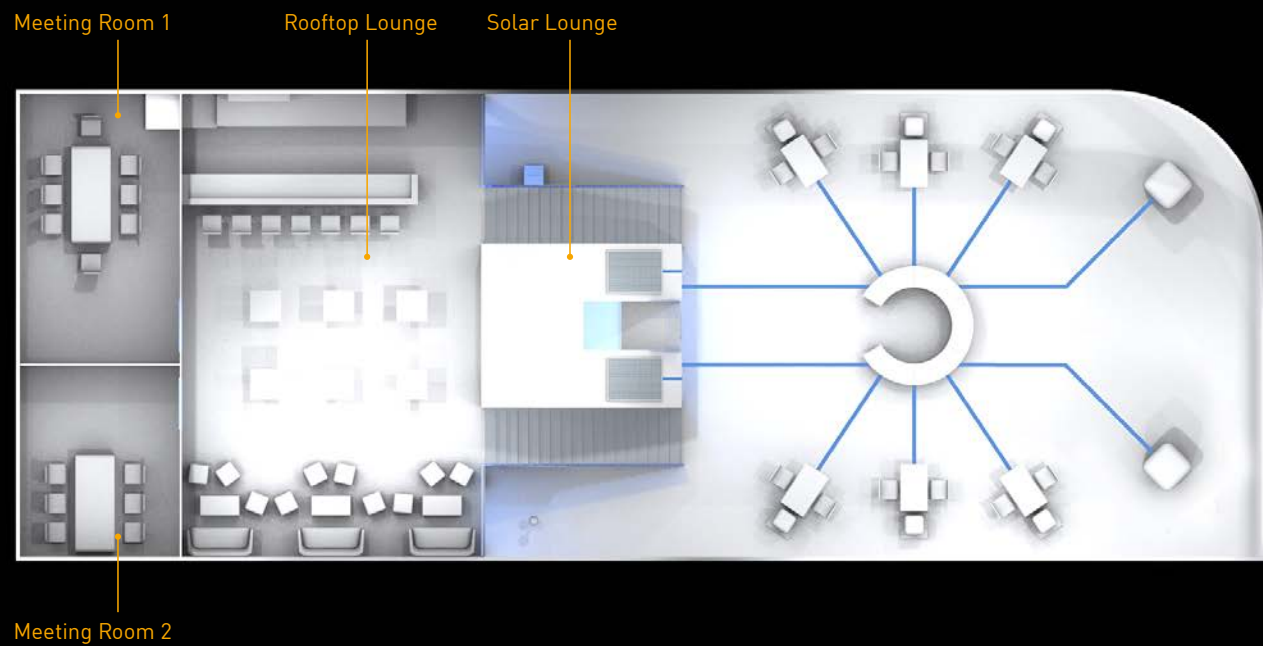
SENEC 360°



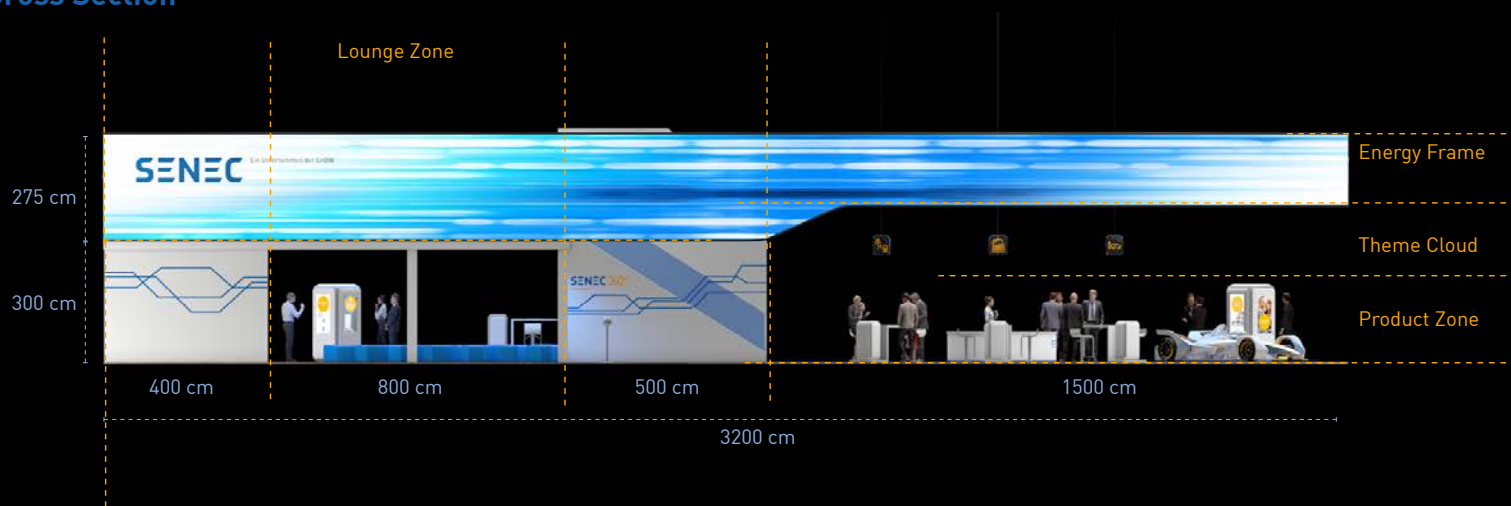
Ground Floor



Gallery



Cross Section



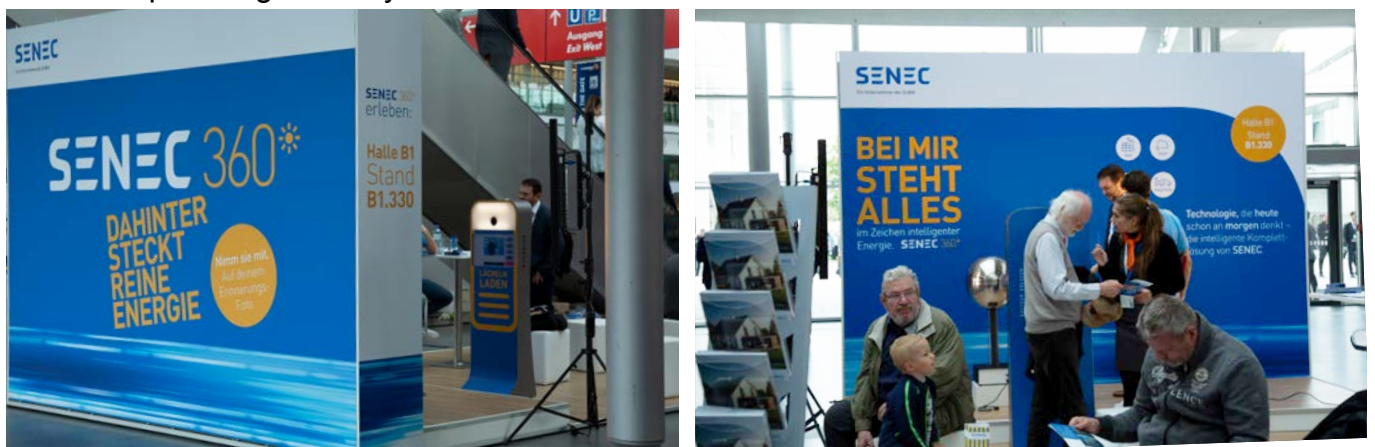
High class rendering drafts already gave a realistic impression of the booth design



Products were made tangible in exhibits and various media – from classic brochures over the 360° animation of the Info Pod to the atmospheric light flow of the Energy Frame.

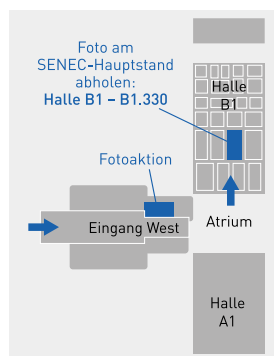


Activation through electrification: In the SENECE area in the fair foyer, a Van de Graaf generator set visitors' hair on end. The visitors were subsequently guided to the main booth to pick up their individual photo / give-away.



Hol dir dein persönliches **Energie-Bild**.
So einfach geht's:

- Fotoaufnahme**
 Lass dich bei unserer Fotoaktion am Eingang West energiegeladen von unserem Team fotografieren.
- Individuell für dich**
 Wähle direkt aus, ob du dein Bild zusätzlich als E-Mail oder SMS erhalten möchtest.
- Dein persönliches Bild**
 Gegen Vorlage dieses Vouchers mit deiner individuellen Picture ID bekommst du an unserem Hauptstand dein persönliches Bild und eine Überraschung oben drauf:
 Halle B1 – Stand B1.330



In a tongue-in-cheek guerilla action, floor prints took a stab at the direct competitors (Sonnen, Solarwatt, Varta, LG). Solarwatt reacted immediately with its own stickers. Over the days of the fair, a creative competition arose that was the talk of the fair.



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