



## **Mercedes-Benz ServiceGipfel 2018**

### **The Challenge**

The ServiceGipfel is the most important internal service event of Mercedes-Benz Sales Germany. In 2018, the service summit moved to Germany's digital capital: Berlin. For 16 years, ServiceGipfel has been a hybrid format: A congress in numerous parallel sessions, trade fair stands with 200 internal and external exhibitors, in exhibition halls and convention centers. The challenge in 2018: Digitalisation is the cause of an extreme upheaval in retail and service, noticeable to all stakeholders.

### **The Solution**

Lets force everybody out of their comfort zone! The event concept #SG10 makes this disruption palpable in the spatial concept and in all event and graphic details. The days of carpets, chic trade fair stands and perfectionist Mercedes design in trade fair halls or congress halls are over. Now, we move towards roughness, improvisation, openness, dialog. In the former Tempelhof airport, a completely new dialog platform is created, reflected in design, process and event formats.

#SG10 is the new beginning – branded and spatially tangible. For three days, the 11,500 visitors and 200 internal and external exhibitors experience an inspiring mix of interaction, learning, dialog and entertainment. The service summit offers a wide range of information and involvement for the participants and includes an exhibition of several thousand square meters and various evening events.

## A 360° brand and communication concept

A radically new design concept was developed for all spatial, print and digital measures. The complete new beginning in:

### Naming and branding



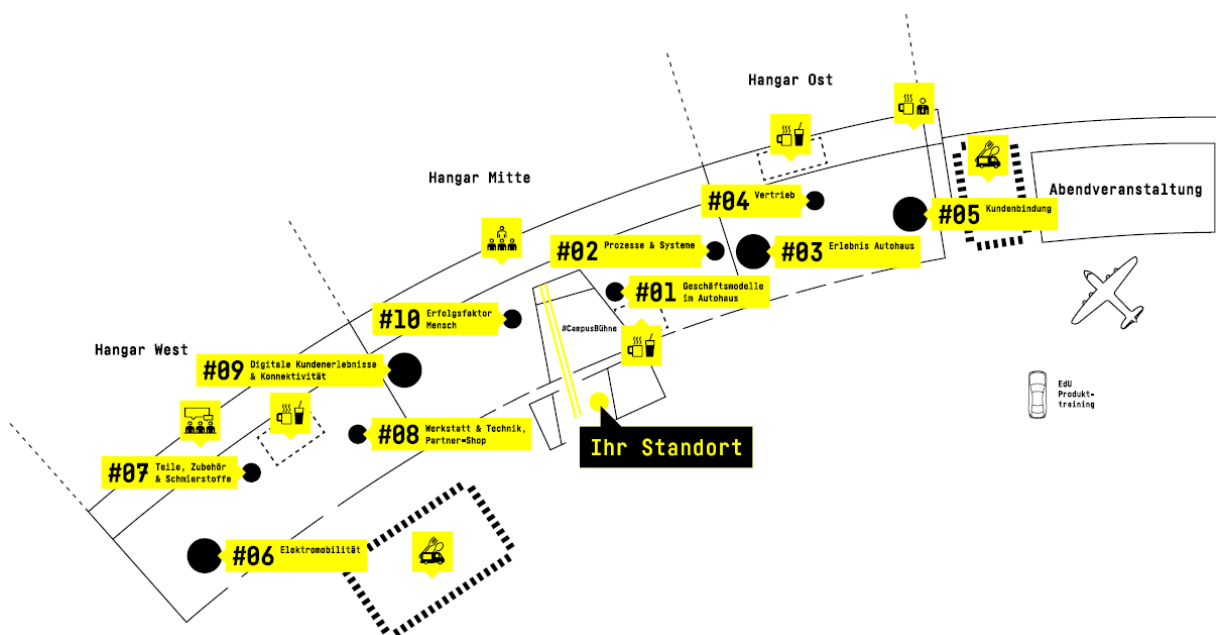


## Appearance, communication design, spatial planning and lecture formats



## Service areas in start-up atmosphere

This campus area is the open and versatile centre - the heart of the #SG10. Here, all paths cross, everyone comes together, and the opening and management keynotes take place on the campus stage. The entire campus area is designed in a communicative start-up atmosphere. Starting from the campus stage, a uniformly distributed network of ten TouchPoints extends through the Tempelhof hangars 5, 6 and 7. These TouchPoints, built from containers, mark a new spatial format: they give orientation as bright yellow landmarks and form the spatial structure of the exhibition.





From the CampusStage, a network of ten thematically focused touchpoints extends through three hangars



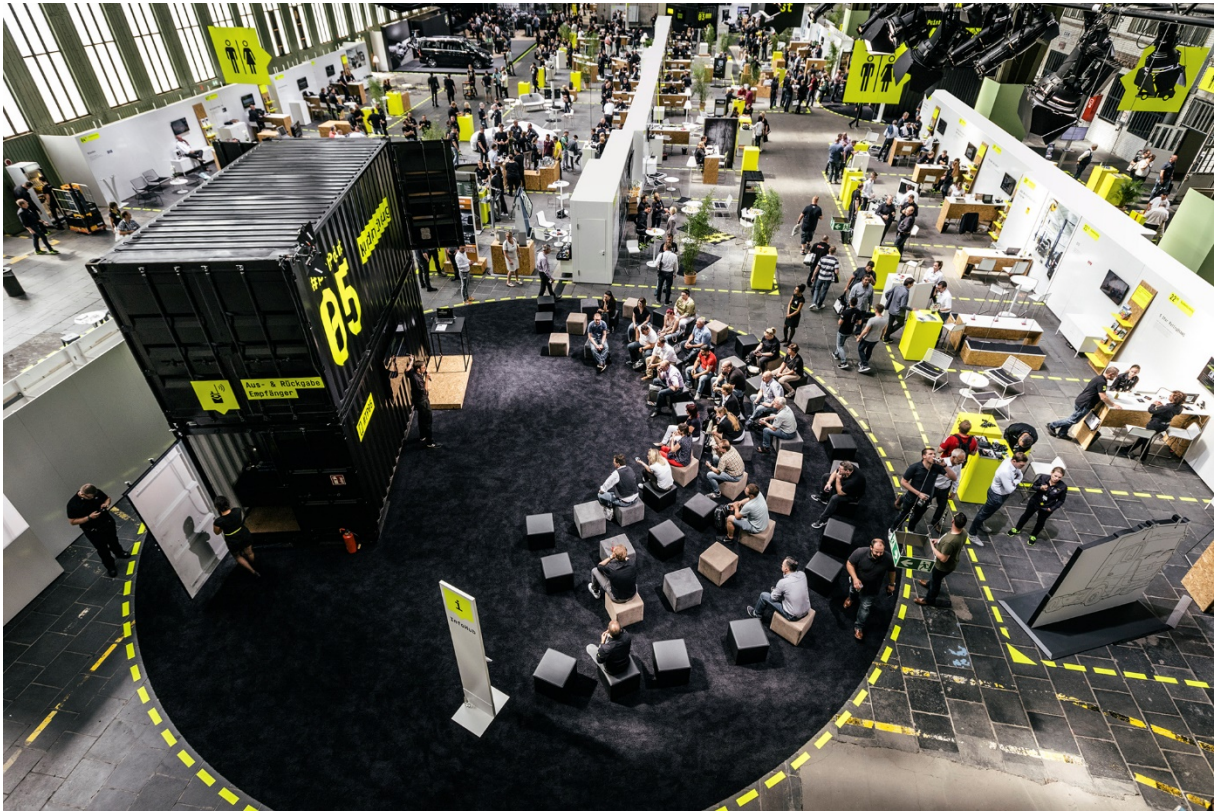
## Digital formats

- \_ Online portal, web special, summit app with social feed, changing content on 12 media surfaces
- \_ The communication concept plays the attributes fast, trackable, up-to-date consistently through all digital and analogue measures.
- \_ The specially programmed online portal ensures maximum comfort and efficiency in all areas. Here, guests can inform themselves about the program in advance and plan their visit individually





## Exhibition area:



All exhibitors have the opportunity to assemble their stand equipment from individually configurable modules on the online portal that are based on the event design, enabling a stringent appearance despite individual wishes and needs.

