

Konzeptleitfaden

1. The request

As full service event agency based in Essen, we had the chance to work for the AOK in 2019 answering their public call for the following services:

- Conception, Organization and Development of a booth for the AOK at the Ideenexpo 2019 introducing digitalization.
- Research for Give Aways matching the concept.
- Coordination of press conference organized for the exhibition.
- Management of all external partners involved in the project.
- Budget controlling.

2. Challenges

In order to answer the requirements of AOK Niedersachsen, we looked at the targeted market and their demand and were faced with following challenges:

Challenge 1: Create a concept for the targeted market

The Ideenexpo was created to promote careers in the fields of Mathematic, Informatics, Nature and Technical Science. The main targeted market is 7 to 18 years old and their families, coming to discover the different career possibilities.

Challenge 2: Promote AOK as attractive employer

The presence of the AOK at the exhibition aims at enhancing its image as attractive and innovative employer for younger generations but also promoting their professional formation.

Challenge 3: Talk about digitalization

During the exhibition, the AOK wanted to have a booth that introduces the topic “Digitalization at work” to the targeted market. Our main challenge here, was talking about this topic even though the visitors of the exhibition grew up with and did not necessarily consider it as an interesting subject.

Challenge 4: Meeting the requirement of the Ideenexpo

The Ideenexpo is a “fair” exhibition, where not only private companies are represented but also schools without much budget. Our challenge in this case was to build a booth that had to be an open space and limit the branding.

3. Our main goals

Our main goal was to answer the different challenges of the customer, catch the interest of the targeted market and meet the requirement of the Ideenexpo. In order to do so, we developed a booth that talked about digitalization in a fun way and made it understandable as well as interactive for all visitors and especially our targeted market.

4. Our concept

Idea n° 1: The title

With the use of the booth name: #AOKool we allowed the visitors not only to experience our booth on-site but also on social media. We then created not only a physical booth, but also a digital one!

Together with our customer, we developed a marketing strategy and worked with Jilou Rasul, 3rd World Champion of Breakdance and Influencer, to promote the booth online. Furthermore, not only professionals were allowed to use social media to promote the booth, but we also wanted to transform every worker of the AOK involved in the project and visitors into influencers.

Idea n°2: The design

We wanted to translate the idea of digitalization not only through the title and the planning of different activities on the booth, but also through its design. Therefore we conceived a booth composed of different areas representing different tools and concepts of the digital world: the cloud, a Bluetooth headphone, a smartphone, Instagram, the Just Dance App.

We transformed these latter into XXL fun places and caught the eye of the visitors. Pushing the concept even further, each fun area was pointed out through round air balloons, representing apps icons.

Idea n°3: The AOK Stations

To allow the targeted market to relate to the subject, we decided to create fun XXL play areas, where “digitalization” and AOK were presented through different aspects:

AOKLOUD:

The cloud as we know it is hard to understand... well using our popcorn we showed that through the cloud, it is possible to have an unlimited amount of data that you can share with everyone! Indeed we used our XXL cloud as a place where guests could get our healthy popcorn (use of Isomalt instead of sugar) and distributed a total of 13.500 Pop-corn bags during 1 week from 09:00 to 18:00.

AOKATCH:

Next to our cloud: our XXL smartphone with its VR-App: AOKatch, where visitors had the possibility to embody one of the three AOK superheroes to protect the heart of evil virus. Each superhero represented a different apprenticeship offered at AOK: Vitaman for Healthmanagement, Sozialversicherungsfachangestellte with SOFA-Surfer and Wirtschaftsinformatik with magic Byte. A fun way to personify these professional educations and embellish such “unattractive” jobs for younger generations.

AOKAMP:

A more chillout zone was the AOKAMP, where guests could recharge not only their own battery but also their smartphones, while listening to music. In this real giant headphone, visitors could see the brand new advertisement for careers at AOK, showing them how

attractive it was to work there, and also listen to music coming out of the XXL headset. A cool way, to promote the image of our customer for younger generations.

AOKAM:

The AOKAM was an augmented reality Fotobox fused with a Lipsync Videobox. Like the app Tik Tok, visitors had the possibility to move their lips to famous songs while using the Augmented Reality QR codes to add props on their video. At the end of the video, the visitors would have the possibility to take a picture like real Instagramers. Our thought behind it: the use of Instagram in marketing (with influencers, pictures ...) and in the future the use of this platform to transform employees into influencers.

AOKlever:

For the AOKlever space, we decided to use a LED-Sustainable dancefloor (creating its own energy through movements), combined with a wall blending three XXL smartphones. While no shows or games were happening, each screen of the smartphones were playing the game “Just Dance” and the visitors produced electricity while replicating the moves of the dancers. Five times a day, our break-dancers, the JIMAKENO crew, would make their break-dance shows and attract masses to our booth to then play the so called A, O oder K game: Based on the famous 1, 2 oder 3 game, 18 participants had to answer to different question on the exhibition, digitalization, general knowledge and the AOK in order to make their team win (either Team Vitaman or Sofa Surfer or Magic Byte). After the game, no matter if winner or loser, all participants received a pop-sockets for their smartphones.

Idea n° 4: The senses to create an all-round experience

Our booth was designed to create an all-round senses experience, as our station woke all different existing senses: Sight, Hearing, Taste, Smell, Touch.

Idea n° 5: Give Aways

Our Give-Aways went out so easily! Each and every visitor wanted to have one. What was it? A branded Pop Sockets: Either a unicorn or a “Pow” in comic style design. Our idea behind it: We wanted to have a useful give-away that would fit both to the targeted market and the theme: digitalization and the use of cellphones.

Through the branding of the Popsockets with other pictures than the AOK logo, we managed to show that AOK was aware of new trends and showed therefore an attractive image.









