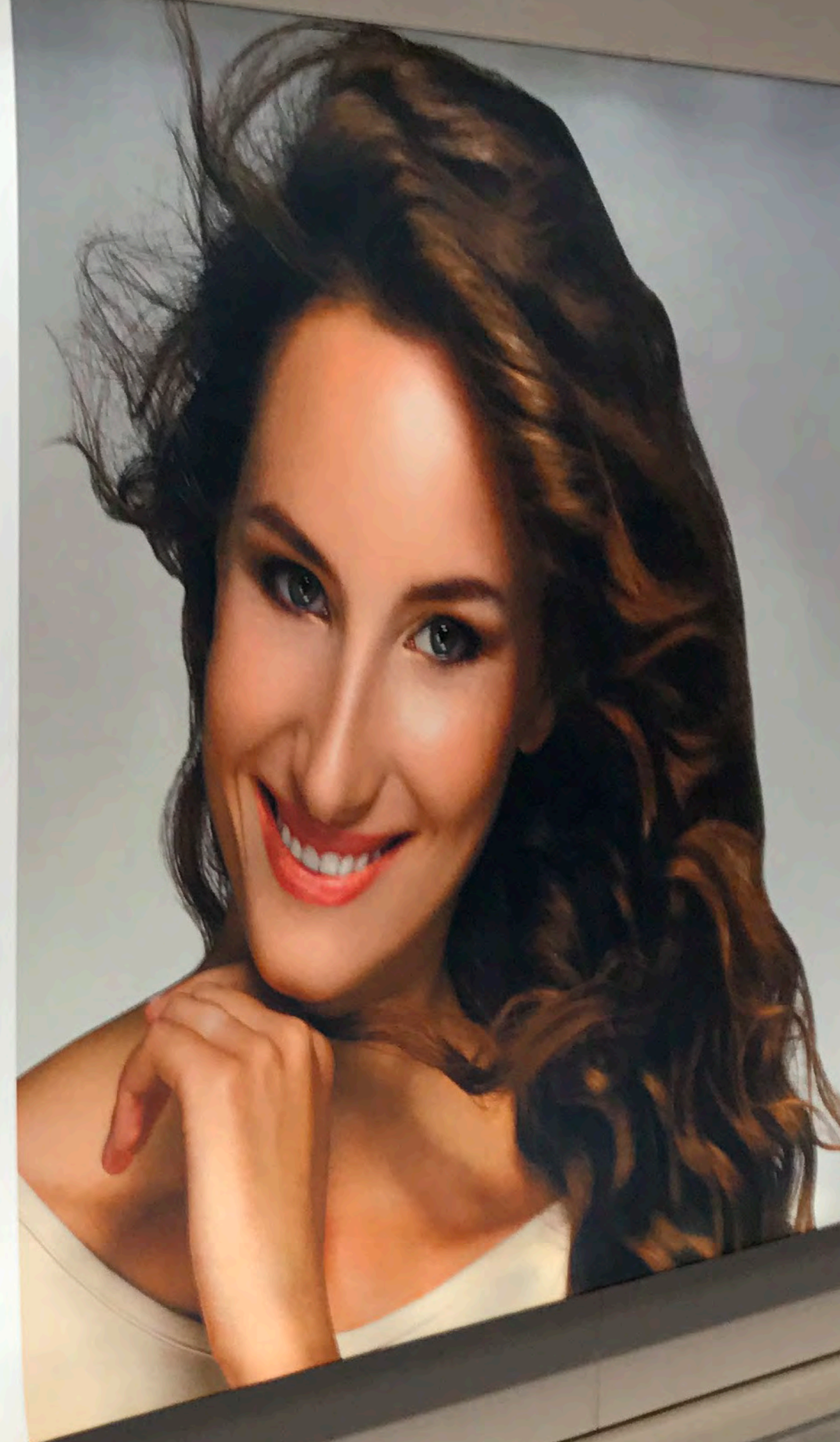


+UP

**C+A Global
at CES 2017**

Case Study: January 2017

kai™



ivation

Smarter design
for smarter living





Marketing a number of disparate brands
under one umbrella.

C+A GLOBAL @ CES 2017

C+A Global are a rapidly growing holding company that own a huge variety of consumer products. From major Polaroid products and the amazing Zink inkless printing technology, to affordable audio equipment and nutrition shakes, their reach is vast. The UP team were tasked with bringing together the organization's exhibition space at CES 2017 for a selection of these brands, each one requiring a unifying thought and brand new execution to sit within a 30' x 70' booth.

A GLOBAL TEAM FOR C+A GLOBAL

The brief required the UP team to deliver over 60 separate panels of creative, campaign messaging and several animations to fill space in and around the booth, and all with a lead time of just a couple weeks! Never one to shy away from a challenge we set to work methodically researching and learning about each product and working together around the clock from Rome to New Mexico (with London and New Jersey in between) to deliver the work.



Backlit display panels for Lyx Pro audio equipment, Vokai hair styling products, Gold's Gym nutrition shakes and blenders, and Ivation, an innovation brand that designs and produces a number of home based products from humidifiers to mobile projectors, were featured on stand and displayed on the exterior walls.

LYX
PRO

LYX PRO DISPLAY PANEL







Smarter design.
For Smarter Living.











A COLLABORATIVE, GLOBAL EFFORT

The UP creative team sourced, retouched and created visuals across each area providing the client with options to choose from within days. Files were passed off around the world as Italy slept and New Mexico started their day. Panels were created from tiny POS areas to the large exterior walls of the booth and everything in between. Our animation teams also worked tirelessly to deliver the unifying animation that would sit at the main reception area of the booth as well as a second animation that told the full story of the Ivation portfolio.



C+A GLOBAL

AROUND CES 2017



such limited time available and no time for a shoot, images were created by our





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