



pushing the city limits to get a mammoth reaction.

SOPREMA® wanted to integrate its new “mammoth” marketing campaign—which featured a giant mammoth’s shadow cast over a city—into their booth while showcasing the products that allowed the company to offer a “full building envelope” of roof, waterproofing and wall protection. akhia communications created a city—SOPREMA City—from the ground up for their upcoming trade shows, displaying block after block the ways SOPREMA protects buildings all the way around. Plus it aligned visually to a VR demonstration SOPREMA unveiled in the booth, giving visitors a virtual and actual look at their innovation.



the quick take



building a city worth visiting

4 months
from concept to show

11 media
appointments

360° views
in both VR and real life

what drove our success?



strategic alignment
Our larger-than-life cityscape brought the mammoth, the full-building envelope story, and various product displays and messaging into one eye-popping place.



constant check-ins
Every week, akhia shared updated versions of the city with SOPREMA, so smaller tweaks to the visuals and content were made in progress, saving time and money throughout.



memorable execution
SOPREMA City stood out, creating a more immersive, more memorable experience that attendees got to explore rather than just see, and which encouraged them to spend more time in the booth.

