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LIST

CASE STUDIES OF EXCELLENCE

IMPACT.
XM

Powering Brand Experiences

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**CAMPAIGN: PESTWORLD “PLEASE TOUCH”
 EXPERIENCE FOR BASF**

**CLIENT: BASF
 AGENCY: IMPACTXM**

BASF wanted to drive new ways to effectively engage with their target audience at PestWorld, their main trade show in this industry.

Innovation is at the center of what BASF offers. With that in mind, and working closely with the BASF team of pest experts, Impact XM created the Innovation Lab, a customer-focused, experiential environment that gave Pest Management Professionals direct engagement with BASF’s innovative solutions through activities that improved knowledge comprehension and retention.

Impact XM turned the innovation of BASF into a “Please Touch” experience, driving booth traffic and product memorability. Divided into three key areas showcasing BASF’s solutions for controlling termites, ants, and cockroaches – the three largest pest challenges – the Lab offered nine uniquely different engagements at “Innovation Stations” that included both tactile and technological demonstrations – all designed to address core business challenges and demonstrate BASF’s Pest Control solutions in fun and engaging ways.

The “Please Touch” experience included:

- At an ant station, attendees used a tethered UV light to discover how BASF’s Transfer Effect Technology took advantage of ants’ social characteristics.
- Using augmented reality at a



cockroach station, attendees could use a tablet to reveal cockroach infestations

- To explain the concept of bait aversion, we offered a unique jellybean challenge where identical jellybeans could either be sweet and delicious (such as lime or tutti-fruity) or distasteful (lawn clippings or stinky socks).
- At another station, BASF’s Trelona termite bait spike was displayed using levitation technology so that it floated a few inches above a grassy countertop – stopping traffic
- All these experiences and more were presented in a compelling exhibit design with custom printed floor

The Innovation Lab has driven real and substantial sales growth for BASF – with double digit sales gains for termite, ant and cockroach control. Actual incremental sales growth attributed to this campaign has been well above BASF’s 10% goal and has seen real gain in sales increase year over year throughout the extended campaign.

Because it was strategically developed with built-in flexibility and scalability, beyond PestWorld, the Innovation Lab has been used expansively to support a range of events all around the country, from small meetings to key industry tradeshows, further driving ROI.

More than just increasing sales, this initiative also resulted in an expanded customer base, improved coordination with field sales, heightened morale among the BASF team, and most importantly, a heightened reputation as the clear market-leader within the Pest Control industry.