

Over 300 attendees, 3 B2B leads, and 120 contacts: successfully coordinated event activations that achieved results.

Strategic Brand Activations: From Trade Show to Local Market

Challenge:

The brand needed to expand visibility and generate qualified leads through in-person experiences, while also creating personal, multilingual connections with both B2B and B2C audiences.

Goal:

Showcase Mavay's textile products to new markets, drive engagement through direct interaction, and strengthen brand perception through curated in-person experiences.

Strategy:

I coordinated two distinct branded events to support our growth goals:

1. ExpoFitness Trade Show (B2C-Focused):

- Executed a branded activation at a community market, tailored for consumer engagement.
- Promoted the event via social media and onsite interactions.






- Collected contact info and encouraged content sharing through a photo wall and giveaways.

2. Local Market Booth (B2B-Focused):

- Led our presence at one of Latin America's largest industry events.
- Organized product displays, developed supporting materials, and trained a bilingual team.
- Focused on generating wholesale leads and boosting product awareness among industry professionals.

Results



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|  | 300+ TOTAL ATTENDEES ACROSS BOTH EVENTS |
|  | 120+ NEW EMAIL LEADS COLLECTED FOR POST-EVENT CAMPAIGNS |
|  | 3 NEW WHOLESALE OPPORTUNITIES INITIATED DURING EXPOFITNESS |
|  | STRENGTHENED BRAND PRESENCE IN LATAM MARKET |
|  | GENERATED USER-GENERATED CONTENT AND EVENT VISIBILITY ON SOCIAL PLATFORMS |