Ellesmere Port, Cheshire (RPRN) 05/16/13 — Justin Isles, Client Services Director at roadshow management experts Event Marketing Solutions Ltd, looks at how brands are reaching out and engaging audiences with some of the most dynamic and creative B2B marketing campaigns around.

"First of all, let's banish the myths about B2B marketing being boring. It isn't, it doesn't need to be and it hasn't been that way for some time. It caught up with the consumer world a long time ago and it's now forging ahead with some of the most inspiring and captivating campaigns around.

"The reason being, creativity and innovation are vital to engaging B2B audiences in today's marketplace. You also have to consider the high value of many of the products being marketed. The stakes are high so you have to maximise every opportunity and you can't afford to overlook anything. Getting the distribution chain right is critical, and the quality of a business's marketing commitment will help build confidence with partners.

"Roadshows are a great example of brand creativity, demonstrating that they will go the extra mile to educate, train and showcase products and services to customers. Take our work with Oracle that shows exceptional customer centricity. Their mobile showroom highlights their brand essence while enabling partners to also use the space to connect, educate and train their customers too.

"The days of literature racks and PowerPoint presentations in a soulless blank box are long gone. Mobile exhibition trailers provide highly engaging bespoke environments, using the latest technologies and techniques to stand out. Cutting edge design combined with creative use of fixtures, fittings and materials provide countless options from demonstration and educational hubs, interactive showrooms and VIP entertainment suites to repeating in-store brand architecture.

"You can travel the globe in bespoke exhibition trailers, entertaining and selling to customers in multiple countries each week. You can share your journey, extending campaign reach through social media with conversations around the build-up, on the day and post event going viral. Customers wait in anticipation for your arrival and there's nothing like the impact of a giant, gleaming, branded truck arriving on site.

"For all of these reasons, B2B marketing isn't boring, it's breaking boundaries, becoming bolder and more inventive everyday and I'm proud to be part of it."

ENDS

Notes to editors
+ Event Marketing Solutions Ltd (EMS) plan, supply and implement international vehicle based roadshows and field marketing campaigns tailor-made to clients' needs - this enables them to engage directly with their target audience.
+ EMS own and operate the largest and most versatile fleet of exhibition trailers in Europe and use their roadshow experience to put clients' products and services directly in front of their target audiences - wherever they are in the world

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