

Case Study

WAAM3D

Client objective

- WAAM3D, a leading provider of Wire Arc Additive Manufacture (WAAM), wanted to launch its new large-scale metal 3D printing hardware – MiniWAAM® – at a key UK exhibition. As well as standing out from the crowd, WAAM3D wanted to continue to position themselves as thought leaders in WAAM and drive sales leads for the new solution.



New product launch

MiniWAAM® - A Metal 3D printing solution



Marketing for manufacturers

Campaign idea

To create theatre around the launch of MiniWAAM®, 4CM designed the space to stand out from all those around it. It featured a giant video wall beside the new machine, that ran video content of the machine in action and thought leadership clips throughout the show.

Understanding the psychology of those WAAM3D wanted to connect with, the messaging, graphics and nostalgic WAAM chocolate bars and rubix cube give aways (featuring the MiniWAAM® image) were themed for maximum appeal.

A 4-week, highly targeted and image-heavy LinkedIn DSC teaser campaign was also created for WAAM3D's organic company page to build anticipation of the 'big reveal' on day 1 of the show.

The results

The LinkedIn DSC teaser campaign achieved:

25k+ 
Views of the posts

132 
New followers

On launch day:

13 
Key sales leads were created for WAAM3D

4000+ 
Impressions were achieved on LinkedIn

Impact on WAAM3D's business

4CM delivered more than 'just show support' for us at this UK show. They understood the psychology of our target audience and tailored the stand design, graphics, video content, socials and giveaways to create excitement with this group. The work done in preparation for the show ensured that the launch of MiniWAAM® and the show were an incredible success across the board. 4CM helped us deliver our vision of making WAAM3D stand out in a highly competitive market

Dr Filomeno Martina - CEO and co-founder - WAAM3D

EXAMPLES

