

**connecting & communicating
across continents**



“EMG helped make this a really smooth and well coordinated project experience working across three continents. They were able to brief local design agencies in Japan for our booth design, and involved their local PR partner in Tokyo to deliver a successful press conference prior to the JSAE show. Our local team in Japan were delighted to receive the best-in-show award for booth design at the show for the first time and the coordination through EMG made my life a lot easier in directing this project from the US.”

Aimee Davis, Global Marcom Manager

Strategic Development

Branding & Positioning

Media Relations >

Marketing Tools

Advertising

Events Management >

Interactive Solutions

Internal Communications

Crisis & Issue Communications

Saflex

The Challenge

When Saflex, a division of Solutia Inc., the world's leading supplier of PVB interlayer for laminated auto glazing - based in Missouri, USA - decided to exhibit at the 2008 JSAE (Japan Society of Automotive Engineers) trade show in Yokohama Japan, EMG was commissioned to identify a booth designer and organise media relations at the event.

This was to be Saflex' first time in engaging directly with the Japanese press, and additionally, they had set a goal of being recognized by the JSAE organising committee's best-in-show awards for overall booth presentation.

The Solution

From its European headquarters, EMG worked together with its long-standing agency partner, Tokyo PR in Japan to identify several local booth design and build contractors.

EMG subsequently briefed three companies to pitch for the task of designing and building the booth. The proposals were scrutinised and reviewed by EMG and client and the chosen successful bidder then placed in direct contact to pursue the design process through to execution with EMG playing a supervisory role.

All booths at JSAE are automatically judged for their attractiveness and interest by reporters and the organising committee.

In addition to helping coordinate booth design, EMG worked with its local PR partner to develop the Japanese language press pack liaising with the US- and Japan-based client team.

Tokyo PR organised the press conference prior to the show to raise awareness and familiarity with Saflex. The event was attended by 15 editors representing the automotive, chemical, general industry and plastics trade media.

The Results

The Saflex booth won third place - ahead for the first time of its main Japanese competitor who has won the award outright several times in the past.

Additionally, the press event held prior to the JSAE and subsequent follow up activities by Tokyo PR with the Japanese media helped establish Saflex' recognition with leading journalists and the resulting coverage contributed to building their reputation within the Japanese market.



EMG

Lelyweg 6
4612 PS Bergen op Zoom
The Netherlands
tel +31 164 317 000
fax +31 164 317 039
www.emg.nl
info@emg.nl