

upshift

At Navistar's annual sales meeting and retreat in Vegas, it's all about the brand image, baby.



### challenge

Navistar International Corporation, the nation's largest combined commercial truck, school bus and mid-range diesel engine producer, hosts a yearly marketing retreat for top salespeople to reward and energize their efforts.

Navistar challenged members of our team to enliven all communications related to this event to generate additional interest. Previously, the communications for the event had a 'boilerplate event look' that was disconnected from the uniqueness of the location or the event's theme.

### solution

With the event located in Las Vegas, it was all about location, baby. So we implemented local iconography to breathe life and humor into all communications, which included invitations, event schedules, hotel and conference signage, and promotions.

Upon arrival in Las Vegas, Navistar employees and their guests were welcomed at the hotel by 30-foot tall cowgirl and cowboy banners. The Vegas theme continued into the convention center, dinners and educational events.

### results

When your design team is focused on the details, great results are achieved. We maximized budgets, integrated all communications and changed thinking about the annual Navistar sales event.

The end result was a fully-resolved campaign that created energy, increased attendance, and built anticipation for future events.

- industry**
- transportation

- deliverables**
- logo design
  - trade show promotions
  - conference tools
  - event graphics