

Advanstar Brand Licensing conference branding



Brand Licensing is Europe's leading event dedicated to licensing and brand extension. Frontmedia won a three-way pitch to win the contract to design and brand the event in 2006.

The main aim was to convey the primary purpose of the event of connecting and forging business relationships between licensors and licensees. The chosen idea - 'the cogs' - symbolised the various business relationships working perfectly together.

To reinforce the 'relationship' aspect of the conference a series of fake lonely hearts ads were created to encourage attendance.

The conference was an outstanding success with a 62% increase in attendance compared to the previous year! Suffice to say we are still designing material both online and offline for the event today.

"I have been working with Frontmedia since October 2005 when they won a three-way pitch for Advanstar's largest event, Brand Licensing Europe. I was immediately impressed by their interpretation of the design brief and their initial concepts. It is a breath of fresh air to work with an agency who consistently produce work of a very high quality."

Helen Woodbridge
Group Marketing Manager, Advanstar