

## Case study: Parking

# Project delivery – WPS Group

### Background

In September 2021, Boundary was approached by the Technical Director who had previously worked with Helen in another business.

At the time, WPS Group was in the process of rebuilding the in-house marketing team in The Netherlands. They had no in-house marketing personnel and had committed to a large exhibition stand at Intertraffic Amsterdam 2022. They needed a team to help them deliver the event, including the design and build of the stand and the marketing and promotion for it. The event was also used to launch a major new solution offering which needed Boundary's support to produce written content, LinkedIn posts and graphics, infographics and e-books.



### Service

Boundary began the stand design and build process, from creating the brief with the client, identifying stand builders and reviewing proposals, to the subsequent liaison with the chosen stand provider and the WPS team. During this process, the client employed a Marketing Executive and a Product Manager who quickly and seamlessly integrated into the WPS-Boundary team delivering the event.

In addition to the build itself, Boundary also delivered a marketing campaign, from web content to video, advertising to social media content. This was planned to coordinate with the launch of the new solution offering.

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We also sourced branded merchandise, name badges and food and drink. Helen attended the event to help run the stand during the show itself, making sure it was all set up and working before the show opened, managing third-party hosts and hostesses, looking after WPS staff and using her business development skills to bring potential clients onto the stand to speak to the sales people.

- Web landing pages - before/during/after
- Email invites - multiple languages
- Social Media - LinkedIn plan and posts - before, during, after
- Short video clips for Social media
- Advertising - before/during - artwork/messaging
- Web banners
- Email signatures
- Article for Intertraffic Daily
- Email follow ups
- Lead collation and handover
- Sourcing giveaways
- Teaser videos
- Vlogs
- Name badges & miscellaneous items

### Let your parking journey begin



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### Outcomes

WPS had a really strong presence and an excellent show, the stand worked well and was busy and the company ended up with several strong leads. It was a challenging time with Covid still a huge risk. The budget was also tight for the size of the stand and everything that we created around it for the marketing campaign, however a lot was achieved by being creative!

Following Intertraffic in April 2022, WPS exhibited at Parkex in the UK in June 2022 where Boundary once again supported the now established internal team. Services included stand design and build and a marketing campaign, smaller in scale to Intertraffic. Helen also represented WPS on the stand at the event itself in Birmingham.

Since Intertraffic and Parkex in, Boundary has continued to WPS group and its divisions in the UK and USA, mainly with creative and copy for adverts, social media posts/campaigns and web banners.



**Joining WPS with a major event ahead, Boundary's quick, witty approach aligned seamlessly with ours. As a team, we swiftly delivered success for the stand and the event overall. We're excited for the upcoming Intertraffic exhibition in April 2024, we anticipate building on the momentum with Boundary's continued support. Together, we've achieved great results, creating a strong WPS presence and generating valuable leads. Looking forward to more success in 2024!"**

Nathalie Duinkerke, Marketing Specialist, WPS Group.

**Talk to us if you would like to discuss pushing your boundaries, contact Helen or Adrian today.**

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