

The European Copper Institute

Awareness campaign



Tracing the essentials of copper

The widespread applications of copper and its advantageous characteristics are little known. An awareness campaign was thus needed by The European Copper Institute to highlight the importance of copper to newly elected members of the European Parliament.

Our communication experts stepped up to the anvil and forged a full-fledged event – complete with booth, website and printed materials –

to present the information in an inviting yet factual manner. An eye-catching booth in soot black and warm copper was made up of four different stations to explain how copper is essential for our life and lifestyle, crucial for our health, central for energy efficiency and a model for recyclability. Each station presented a combination of everyday applications; hard facts and data; and entertaining bits of information from everyday life. The fifth station was a digital voting booth, where visitors could test their newly acquired knowledge. In addition to the booth, we developed content, designed and produced invitations, brochures and posters.

As the event was held at the European Parliament, there were visiting restrictions. To widen the scope and impact, we put the exposition and its content online at www.essentialforeveryone.eu for everyone to experience.

This awareness campaign included all the elements to call out the qualities of copper – how it is essential for everyone.

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What we've done:

Created awareness campaign for The European Copper Institute, including booth, website, promotional materials.

Our quality services:

- Account management
- Event planning
- Stand design & construction
- Website design and infrastructure
- Art direction and content development
- Printing supervision
- Quality, budget and planning control

