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Rubik's Cube prodigy draws attention at trade show

Craig McGuire - 30 Jan 2006 00:00

Generating buzz at a trade show is always challenging.

Generating buzz at a large trade show when you are launching at the event and have barely any PR budget is a much more difficult puzzle to solve.

Software startup Think2020 "had a complex message, a small budget, and a blank slate," says Suzanne Moccia, senior account strategist at Carabiner Communications.

Strategy

Think2020 markets TruCore, an application development framework that helps developers build applications at the speed of business by eliminating the permutation problems associated with enterprise application customization. But long before Think2020 founder Jeff Varasano created TruCore, he held the US Rubik's Cube-solving record (24.41 seconds).

Carabiner leveraged Varasano's talent and tied in Think2020's message of reducing the complexity inherent in all software by inviting attendees to see the cube solved in 30 seconds at Think2020's booth.

Tactics

Carabiner designed a cube-shaped brochure insert for conference registration bags. "The objective was to create a brochure that would stand apart... so that Think2020's would be noticed first," Moccia says.

Think2020 also arranged a hotel-room drop of the brochure and outfitted a series of promotional collaterals touting, "Where Can You See the Rubik's Cube Solved in 30 Seconds? Think2020's Booth 118."

Results

Think2020 estimates that the brochure helped increase booth traffic 50%. In addition, the keynote speaker at the closing ceremony pointed to the solving of Think2020's Rubik's Cube as a conference highlight. As a result, Think2020's name got out to all attendees, even if they hadn't visited the booth.

Future

The Rubik's Cube angle will continue to be an integral component of Think2020's marketing and PR.

PR Team: Think2020 (Atlanta) and Carabiner Communications (Lilburn, GA)

Campaign: Think2020 Launch at Gartner Midsize Enterprise Summit

Duration: April 2005

Budget: \$4,000 (cost to concept, design, write, and print brochure)

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