

CZARNOWSKI.

 UNITED STATES
POSTAL SERVICE®

CZARNOWSKI®

STORIES THAT MOVE

PACKAGE
MEMORY

ALL SHIPMENTS
AREN'T THE SAME.
SO WHY ARE SOME
SHIPPING COMPANIES
TREATING THEM
THAT WAY?

PACKAGE
MEMORY

PRIORITY:YOU

USPS AT CES

USPS at CES

BRINGING IT ALL TOGETHER

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Challenge

To showcase USPS as more than your average mail carrier at CES by highlighting its latest technology and products in a fun way by using interactive engagements to educate attendees and a VIP lounge for highly qualified leads.

Solution

A large, unified environment with several interactive points that engaged, educated and entertained visitors and a second story eagle's nest that let prospective clients relax, recharge and close deals.





“Last year we had a really great booth. But to keep going at CES you have to do something new and different. So it was great to literally take what was fantastic and make it even better this year.”

– Joyce Carrier, Sales Outreach Manager, USPS

USPS was thrilled with their previous year’s exhibit, but—in true CES style—wanted something even better for this year. We worked closely with the USPS team to create a distinctive yet simple architectural style of strategically stacked boxes.

The fresh, attention-grabbing design allowed us to display branded and targeted messaging on a large scale—including ‘Don’t Be A Dim Weight,’ a clever reference to USPS’s pricing policy.

The design demonstrated the innovative side of mail by showcasing sample mail pieces using augmented reality and direct mailers with embedded video.

It also included interactive stations such as a package memory game and a photo stand that printed keepsake postcards and stamps. A strategic middle aisle pulled attendees all the way through the exhibit.

The second story eagle’s nest served as a great place to meet with prospective clients while taking in a bird’s eye view of the show.

Additionally, our team overcame last minute fire regulation changes to make it one of the event’s most talked about features.

USPS wasn’t the only one impressed by our design. The exhibit is recognized in FindTheBest.com’s article “The 20 Most Eye-Catching Booths at CES 2015.”

