

Best Integrated Campaign |
Beyond the stand: Maximising the impact of KBB 2026

HÄFELE UK | UNHOOKED

From four-day exhibition to six-month integrated campaign

BEFORE

Homes for Living research
PR • Email • Advertising
Digital • Social • VIP engagement

DURING

245m² immersive stand
Three experiential zones
Product launches
Demonstrations
Media interviews
Influencers
Partners
Expert content

AFTER

Segmented lead nurture
Sales follow-ups
Ongoing PR Homes for Living launch
Social and video continuation
Thought leadership



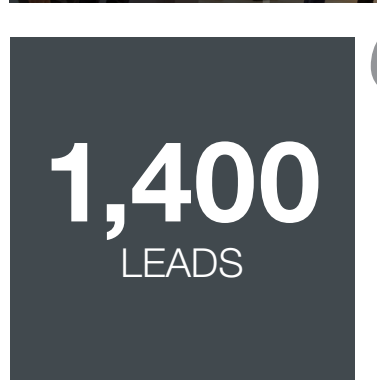
75%

LIKELY TO
INCREASE
PURCHASING



+9%

ADDITIONAL REVENUE
FROM STAND-VISITING
ACCOUNTS IN
FOLLOWING
THREE MONTHS



681

KBB HUB
VIEWS



121

BRAND
MENTIONS



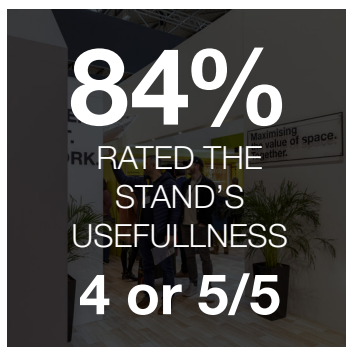
81

VIP
REGISTRATIONS

84%

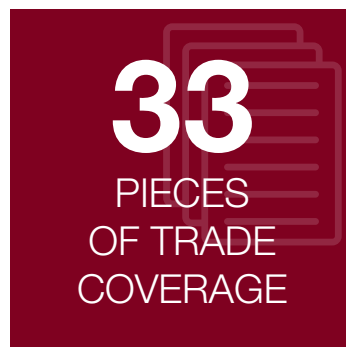
RATED THE
STAND'S
USEFULNESS

4 or 5/5



33

PIECES
OF TRADE
COVERAGE



84%

RATED THE
OVERALL
EXPERIENCE

4 or 5/5



ONE EXHIBITION.
SIX MONTHS OF ACTIVITY.
MULTIPLE AUDIENCES AND CHANNELS.
MEASURABLE COMMERCIAL GROWTH.