

Best Use of Events and Live Marketing |
Beyond the stand: A KBB experience designed for growth

HÄFELE UK | UNHOOKED

From product exhibition to immersive customer experience

EXPERIENCE

245m² immersive stand
One-way visitor journey
Three experiential zones
Products brought to life in context
Interactive demonstrations

ENGAGEMENT

Expert advice
Brand partners
Guided customer conversations
VIP experiences
Product launches
Homes for Living insight
Media and influencer interviews

OPPORTUNITY

Wider portfolio discovery
Cross-category conversations
Stronger customer relationships
Increased share of wallet
Commercial lead generation



75%

LIKELY TO
INCREASE
PURCHASING



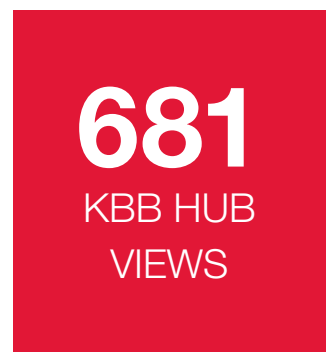
+9%

ADDITIONAL REVENUE
FROM STAND-VISITING
ACCOUNTS IN
FOLLOWING
THREE MONTHS



681

KBB HUB
VIEWS



1,400

LEADS



121

BRAND
MENTIONS



81

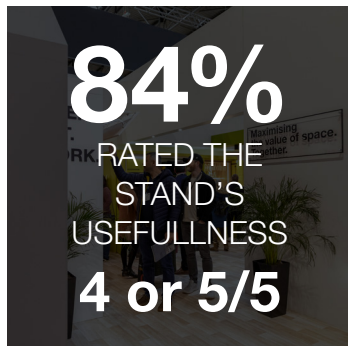
VIP
REGISTRATIONS



84%

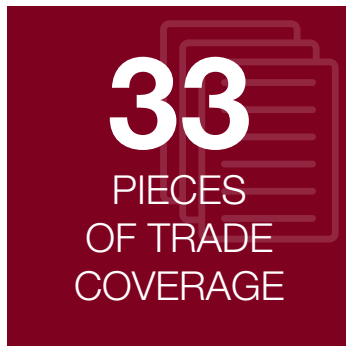
RATED THE
STAND'S
USEFULNESS

4 or 5/5



33

PIECES
OF TRADE
COVERAGE



84%

RATED THE
OVERALL
EXPERIENCE

4 or 5/5



ONE LIVE EXPERIENCE.
DEEPER CUSTOMER RELATIONSHIPS.
BROADER COMMERCIAL OPPORTUNITIES.
MEASURABLE COMMERCIAL GROWTH.