



Create market awareness and generate leads

The client was setting up a booth at a conference focused on analytical solutions for various industries like food, pharma, agriculture, chemicals, etc. With their broad portfolio of products and solutions for various industries, they wanted to ensure booth visitors quickly get to the information they need.



Target Audience

Lab owners and research scientists



Challenges

Visitors to conference booths come from various industries. Showing each visitor only those products and solutions that are relevant to their needs was important.



Solution

Interactive web-based, user-driven kiosk experience where visitors can choose the industry domain they are interested in and explore relevant product offerings.



Ethosh's scope of work:

- Create interactive web experience
- Gamify the experience to make it fun



The kiosk application looks GREAT! I really appreciate all the work your team put in for this.

Outcome

Increased awareness

of the client's products and solutions portfolio for specific industries

Lead generation

through a gamified quiz

Cost savings

by leveraging the same experience at various conferences, with tweaked content

Ethosh blends the real and the virtual to communicate challenging concepts. From life sciences to the products of modern manufacturing. From strategy to execution. We use the latest digital tools and platforms to help you communicate efficiently and effectively: to market, to instruct and to inform.

Ethosh works with global life sciences and manufacturing companies and has its offices in North America, Europe and India.