

VWV awakens the nature of exhibitions

The VWV Group has been appointed by Sandoz South Africa to conceptualise and set-up an exhibition stand for Zolpihexa, an anti-insomnia product, at the Psychiatrist Congress in Somerset West in the Western Cape. The job comes hot on the heels of the agency's newly launched installations and exhibitions department.

The concept envisaged will bring an experiential marketing element to a typically two-dimensional exhibition space. Instead of creating a conventional stand displaying a product, VWV will create a bedroom set where a live model will act out sleeping on the bed while the congress is in full swing.

To further leverage this unconventional stand and create more buzz, a competition will be held amongst the attendees to try and wake the model without any physical contact.

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