

OGI
VISION WEST

Product Launch At Trade Shows

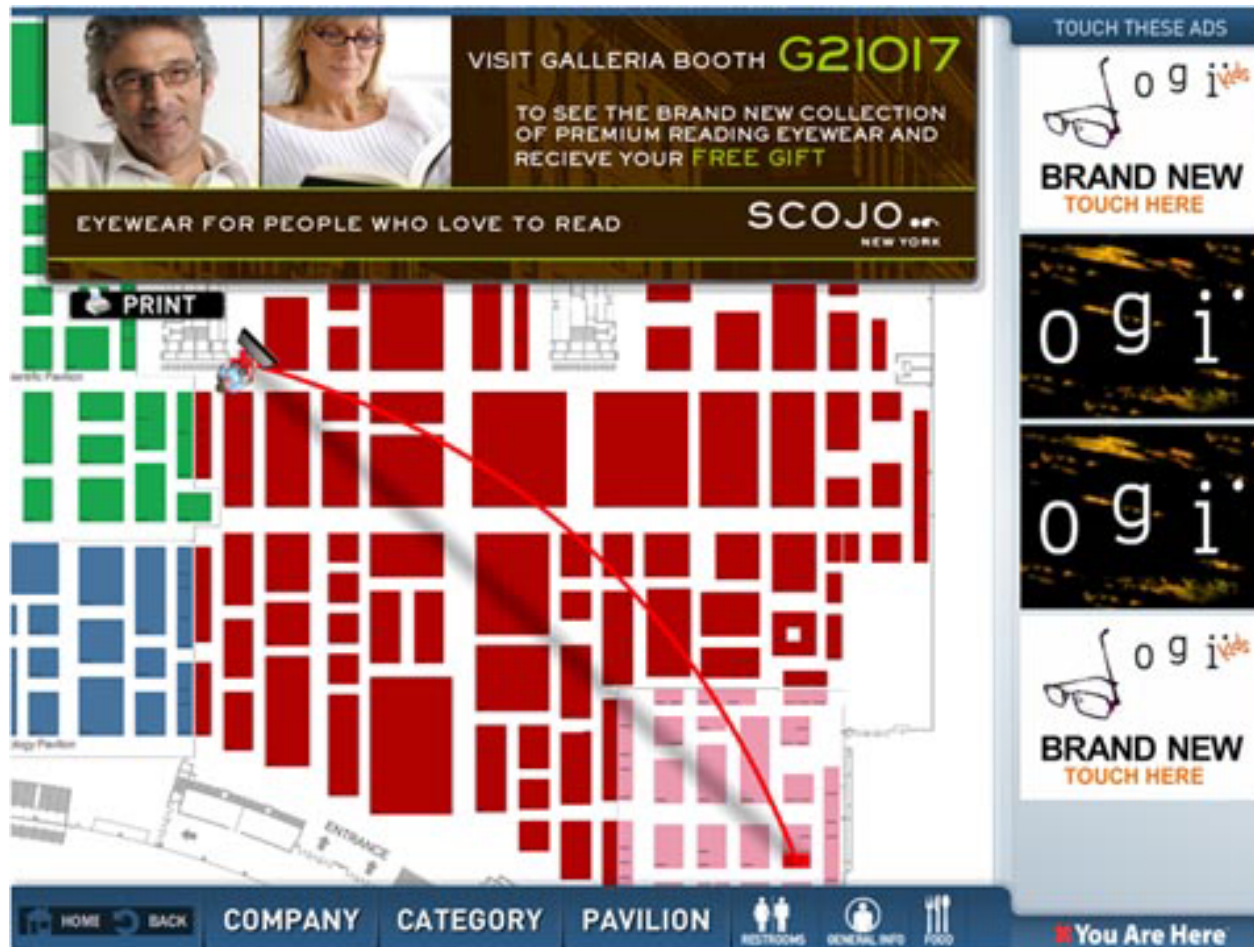
✖ You Are Here™

The image displays an interactive digital map of the Vision Expo Las Vegas 2008. The map is color-coded by pavilion: red for the main exhibition area, green for the conference area, and blue for other sections. A red pin is placed on the map, indicating the current location. Surrounding the map are various booth advertisements and promotional banners. At the top, a banner reads "INTERNATIONAL VISION EXPO LAS VEGAS UNIQUELY DEFINED" with dates and location information. To the right, a vertical strip titled "TOUCH THESE ADS" features several advertisements, including one for "DGI" (Digi) with a product image and another for "BOZ BOOTH G20039". Below the map, a navigation bar includes "TOUCH HERE TO SEARCH BY" with options for "COMPANY", "CATEGORY", and "PAVILION", along with icons for "RESTROOMS", "GENERAL INFO", and "FOOD". A "You Are Here" indicator is also present in the bottom right corner of the map area.

Ogi is a high-design eyeglass frame designer and manufacturer who was announcing a new product at the VisionWest show. They wanted to drive traffic to the booth, especially new traffic with buyers who may have thought they already knew the Ogi product line.

Ogi needed a way to let everyone at the show know something exciting worth seeing was at their booth.

✖ You Are Here™



They chose to put a call-to-action on the Top Map in the form of a Top Map Logo.

Instead of a logo or product graphic Ogi chose to put a simple FREE icon on the map. It irresistibly lured people into touching the icon and checking it out. The result was backed up with a high-content message that conveyed a sense of action, newness and quality.