

Penquin receives best outdoor stand award for the second time

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Full-service advertising agency Penquin, together with ConCept G Exhibitions and Events, were recently awarded the EXSA Best Outdoor Stand 2013.



The stand was built for Shantui at bauma Africa 2013 - the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, held in September 2013. It is the second time Penquin has received this accolade in three years, with the previous award to Suzuki Auto for 'Outstanding Stand' at the 2011 Johannesburg International Motor Show.



Stand Design

Shantui had two stands at bauma Africa, comprising 210 square meters and 607 square meters (817 square meters in total) that stood out with a striking display of construction machinery, and contained both a hospitality area and a dedicated meeting area. The stands showcased the machinery and equipment, as well as the related parts and service processes, which, all together, provided a memorable and informative consumer experience to all visitors to the stand.

Gill Gibbs of ConCept G says: "Available judges (are requested) to attend the exhibition once it has opened, to judge the relevant stand, following the criteria on the judging sheet, which includes visual impact; finishes; spatiality; functionality; lighting effects; product presentation and brand identification. The judges are from the Exhibition & Event industry and therefore have an experienced and often, critical eye. To be awarded the Best Outdoor stand from all the various submissions is an achievement of which we are truly appreciative."

Says Wendy Mitrovich of Penquin, "We are thrilled with this achievement. We spent countless hours interpreting the client brief and ensuring our work would deliver results."

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