

# Lemon Zest scales new heights



## Lemon Zest reached the summit of success with its work for the Manufacturing Institute.

The client wanted to stimulate a real buzz around its forthcoming Shingo conference that was being held at The Hilton Manchester, Deansgate.

Said Julian Ashton, Lemon Zest's Managing Director: "We wanted to create a feeling of high quality and value to entice managers to come to the summit so we conceived a design and feel for the event that incorporated the concept of precious metals -

gold, silver and bronze. In addition, we used abstract images of speed and movement to mirror the feel and urgency of the manufacturing environment.

Having impressed the client with its design concept, Lemon Zest started the campaign to inspire delegates to sign up for the event; it issued electronic teasers to prospective delegates and built up anticipation over the course of several weeks, finally releasing the logo and the theme of the event to those prospects. Lemon Zest backed up the campaign to drive attendance with newsletters and press adverts.

The client had a major response to the campaign and substantial interest which resulted in a full house for the three-day event.

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### On target

The client was delighted with the results of the creative campaign which it said fitted perfectly with the image they had wanted to achieve. Their response to our work was that they had hit their brief 'bang on'.

### Contract value

£8,000

### Building a reputation

Lemon Zest recognised that the client's previous marketing initiatives to attract delegates to the annual event had been cheap, bland and uninviting so they gave the whole campaign a clean and bright look that provided delegates with far more information about the event and presented it in a professional way.

