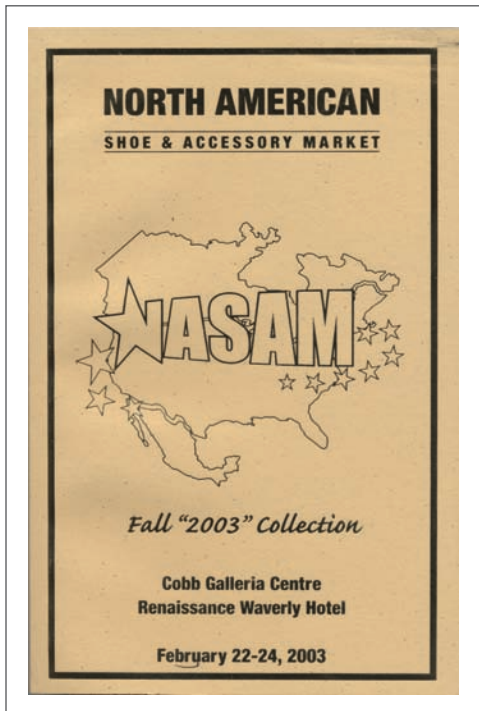


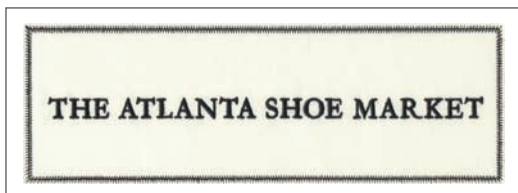
The Atlanta Shoe Market



Former NASAM show directory and logo



2008 show directory and logo



New brand name and logo



2008 print advertisement

SITUATION

The tradeshow struggled with west coast competition and slow growth.

STRATEGY

Re-position brand to compete more aggressively against the main competitor and change brand name and identity.

EXECUTION

- The brand position was changed to strengthen the differentiation from its main competitor, a shoe show in Las Vegas.
- CI changed the show name to one that was easier to pronounce and remember, The Atlanta Shoe Market. The new name also leveraged existing equity in a well-known trade moniker, "the Atlanta show."
- CI created a new tagline, "More shoe business. Less show business," emphasizing the show's focus on productive business and simplicity and ease for exhibitors and attendees.
- CI developed is simple, understated and fashion oriented brand identity.