THE FIRST-EVER CARWASH SHOW CONQUERS THE EUROPEAN AUDIENCE

International Carwash Association

PROJECT
American association European launch event

TARGET AUDIENCE
Retail and supply segments of the professional car wash industry

LOCATION
RAI Convention Centre Amsterdam, The Netherlands

SERVICES
Marketing strategy, Registration management, Database management, Exhibition management, Local language marketing & communication

CHALLENGE
The solely US-based, International Carwash Association embarked on their first-ever journey to explore the European market. After many successful shows overseas, the association’s thorough research and dedication to expand enabled them to reach out for support in organising their next event, away from their usual setting.

SOLUTION
The success of the Carwash show in Amsterdam was dependent on the effective translation of the US practices into the European market. This required building all event concepts from scratch, including the logo, the overall exhibition set up, and a comprehensive digital marketing strategy to match the local expectations.

Full trust was granted to the team of professionals who elevated the event from being an annual fair to a memorable, first of its kind show on the old continent.

RESULTS

2,100 INDEPENDENT CAR WASH ENTREPRENEURS
70 COUNTRIES REPRESENTED
6,305 FOLLOWERS ON FACEBOOK
90 EXHIBITORS

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