



Be Remembered – Own the Show

Situation

As one of the leading business insurance brokers in the world, Aon helps its clients manage risk. But in the absence of large marketing budgets, it needed a way to make a real impact without lengthy marketing and advertising campaigns. What better way to reach a huge percentage of its target all at once than at RIMS, the Risk and Insurance Management Society's 2006 annual conference—and the leading industry event.

Marketing Challenge

RIMS is a busy, cluttered environment, as are most trade shows. So a well-planned mini-campaign was necessary to break through and be remembered.

(continued)



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Solution

Aon's Political & Economic Risk Map is a familiar icon within the risk management industry. It is also similar to the map included in the RISK® board game. Given that show-goers would look to Aon's expertise in dealing with risk, an activity based on the game of global domination turned out to be the ideal solution.

The RISK® theme provided a great platform for attendees to learn more about Aon's global expertise in a way that encouraged multiple visits to Aon's booth, serving to generate significant buzz and increase traffic.

Pre-show mailers included game pieces and booth invitations—and a contest to win a trip anywhere in the world. The RISK® theme then played out throughout the show hall and the booth, which featured a huge interactive map. By standing on various parts of the map, attendees could learn more about the level of risk in each part of the world and earn points toward team prizes and trips.



Outcome

The effort at RIMS generated more than 1,000 leads and an overall 6-to-1 return on investment for the show. And Aon showed the industry that the biggest risk of all may be in not working with Aon.

