



"We were excited to attend the Heli-Expo Florida and happy to play a role in the revealing of Eurocopter's new model. The booth exhibit is two stories, the social media has been a success, the microsite has been launched, and the live streaming updates allowed users to be a part of the magic. We have enjoyed working with them every step of the way"

Hassan Bawab
CEO & Founder
Magic Logix

The Challenge:

To drive booth traffic throughout the Heli-Expo show, especially during the helicopter reveal, while increasing awareness of the Eurocopter brand and new products/services.

The Approach:

Magic Logix developed and implemented a comprehensive social media campaign which included a microsite launch, the design and launch of the landing page for the Heli-Expo Internet Café (which was sponsored by Eurocopter), the design and launch of a Facebook page and Twitter account, and the design and distribution of a targeted email campaign.

The Solution:

In addition to the design and launch of the campaign elements, the team worked on-site at the Heli-Expo to generate and report content throughout the show. The Facebook and Twitter feeds served as real-time newsfeeds for those who could not attend the show all around the world. The Heli-Expo official Twitter feed was dominated by news from American Eurocopter and Eurocopter, far exceeding the coverage of their competitors. The social media campaign integrated seamlessly into American Eurocopter's marketing platform, thus reinforcing and extending their efforts. The success of the campaign was exhibited in a record-breaking crowd of over 2,000 people at the helicopter reveal.



FIGURE ONE:

Magic Logix conceptualized, designed and developed a microsite for American Eurocopter to announce their Heli-Expo 2011 product reveal.

Learn More: www.eurocopterus.com



FIGURE TWO:

Magic Logix traveled to Orlando, Florida to attend the Heli-Expo with American Eurocopter to update and maintain a real-time newsfeed.



FIGURE THREE:

Magic Logix created branded Facebook and Twitter profiles for American Eurocopter to coincide with the upcoming Expo and product reveal.