

Moving Toyota Forward in Saudi Arabia



The Pillar area was impressive in its scale and heavily promoted the Toyota brand. Lighting was included under the car platforms with moving lights creating various environments. The VIP Café was designed with a European flavor: simple and elegant. The interior was welcoming and so not to enclose the area, mesh fabric was used as the ceiling.

The main attraction of the space was the Yaris Club. The area displayed the Yaris car with large format images and suspended ceilings to create a more solid environment. Flooring was used to separate the environments. The outside was white laminate flooring and as you entered the lobby you stepped onto a wood laminate to accent a pub-club feel in the enclosed environment. Chaise lounges were added and flat screen TVs for visitors to play video games. Semi-translucent glass wall encapsulated the Yaris Club Lobby from the car display outside.

“At the open of the show, the 12,000 sq. ft. exhibit was quickly filled,” said Gino Pellegrini, president of Inter-Global Exhibitions. “The three visitor areas helped each individual find the car and the environment best suited to their personality.”

Auto manufacturer, Toyota and its agency Drive Communication selected U.S.-based Inter-Global Exhibitions to design and build their exhibit for the Jeddah Motor Show in Jeddah, Saudi Arabia. IGE's hard work, dedication, global experience were very important but Toyota and Drive also appreciated IGE's U.S. experience in creative design and trade shows that would help make a strong impact at this consumer show.

Several marketing goals were set for the event. Toyota wanted to introduce their vehicles to the market-place and make each demographic audience comfortable, believing Toyota was the brand for them. Three sub-brand areas needed to be built under the Toyota umbrella without separation from the parent brand and these environments needed their own experience. Motor Sport was themed to racing, Pillar to a Middle-East climate where cars like the Land Cruiser and Sequoia could outperform in heavy sand areas; and the Yaris Club to attract the younger generation.

Timing was tight at all steps of the project from finalizing the design and creating drawings, to beginning construction and installing the exhibit. At each step, IGE needed to ensure the design elements were of the highest quality to affirm Toyota's positioning of the most reliable-quality cars ever made. So when a communication barrier came up during the process, IGE quickly had to find a way around it. There was an underground cable damaged in the East Jeddah and Riyadh region that would be down for weeks and rendered internet and phone communications unreliable which made accessing graphics and media via ftp site difficult. IGE's IT team coordinated with the local team to ensure no barrier delayed the production timeline. The local team also carried with them their own professional equipment as a protective measure. And, teams in Denver and Jeddah communicated 24/7 to deliver the exhibit on time.

The Motor Sport area used contrasting colors: reds, whites and grays, as well as metal and mirror finishes to create a racing and competitive environment. Large race graphics were included and a special stage with lighting was added to enhance the area. The F1 car was the main attraction in the area spotlighted on a platform with a mirror finish laminate.



Inter-Global Exhibitions: One of the world's best global exhibit firms, Inter-Global Exhibitions (IGE) has been providing companies complete exhibit solutions since 1994. IGE designs have an award-winning international style and flair that sets them apart. The company offers one true global solution for effectively navigating international challenges to achieve stellar results for clients in North and South America, Europe, Middle East, Asia, Africa and Australia. IGE clients include Procter & Gamble, Nokia, Fujitsu, Bayer, EADS, Lockheed Martin and many others.

