



STRATEGIC AND
MEASURABLE OUTCOME
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Strategic Objective

Objective:

Increase brand awareness, trade interest, and purchase intent for CIL Alfa Sweetcorn by deploying a consistent visual design system across high-impact outdoor and trade event channels:

Channels:

- * Led Display
- * Exhibition Stand
- * Billboards

Campaign Goals:

- * Drive unaided brand recall
- * Increase trade enquiries and retail interest
- * Boost retail sales through visibility and shelf demand

1. LED Displays

* **Location:** Key shopping corridors and near major supermarkets. Impressions: 854,000+ over 10 weeks.

* **Design Role:**

Crisp product visuals with bold benefit hierarchy ("Natural, Sweet, and Creamy Handpicked Sweetcorn")

Dynamic colour blends, picture and catchy copy caught the attention of passer bys.

2. Exhibition Stand (Trade & Consumer Shows)

* **Visits:** 8,750 total over 3 major events

* **Leads Collected:** 6,450+ potential buyers/distributors

* **Engagement Metrics:**

* Demo interactions: 4,900+ (with taste sampling & packaging showcase)

* **Design Role:**

A bold, cohesive brand environment using product imagery, cool sky blue, orange, lemon green, and clear messaging

* Flow-optimized stand layout increased dwell time and engagement.

3. Billboards

* Reach: 52,000+ estimated impressions

Surveyed Recall:

- Pre-campaign: 16%
- Post-campaign: 47%

Design Role:

Large product visuals with simplified messaging ensured instant comprehension in brief exposure environments.

Strategic Outcomes & Insights

1. Unified Visual Identity Drove Awareness

Consistent use of color, imagery, and messaging across channels contributed to a 34 point lift in unaided brand awareness, a strong indicator of graphic design effectiveness.

2. Trade Momentum Converted into Leads & Sales

Trade show stand design not only attracted visitors but also generated high-quality leads (+133% retailer/distributor enquiries) and contributed to increased in-store trial purchases.



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