



**Creating a brighter
future together**

**ICCA BEST MARKETING
AWARD ENTRY 2016**

A hub of innovation in the middle of a vibrant city.

The New Zealand International Convention Centre (NZICC) will be located in the heart of Auckland City, making it one of the most connected convention centres in the world. Currently under construction and opening in 2019, the NZICC is a vertically stacked, flexible and modern building. We offer break-out, pre-function, exhibition and plenary spaces, all of which are divisible in many hundreds of configurations for a multitude of events. We are creating a hub of innovation and positive exchange integrated into the fabric of a vibrant city.

The NZICC is truly ground-breaking in both its architecture and business philosophy. We are customer-led and digitally focused, enabling immersive, connected experiences that you just can't get anywhere else. Our 'nothing is impossible' New Zealand

character provides the perfect environment for innovative ideas, new collaborations, fresh conversations and positive knowledge exchange to flourish.

Every touchpoint, from brand communications to the way we design and showcase our building, is an opportunity to put our customers at the core, to keep us true to delivering an authentic experience everytime.



A different kind of convention centre.

In the process of designing the NZICC, we embarked on an intensive experience design a research process starting with the people who will use it.

We have interviewed and engaged hundreds of professional conference organisers (PCOs), delegates, bureaux, associations, industry suppliers, audio-visual producers, caterers, corporates and locals— asking what they looked for in a building and event experience, and what would make them feel confident to book their next convention with us?

The findings from this extensive research helped us shape every touch point of the NZICC, with the goal of designing a choreographed end-to-end experience for users. This is what shapes our approach to every task we encounter — “are we showing that we are listening?” The results are evident — from incorporating in to the design of the building the ability for direct truck access off the street on to the exhibition floor, to increasing the weight bearing capacity of our lifts for service suppliers, to the way we create and share information with partners.



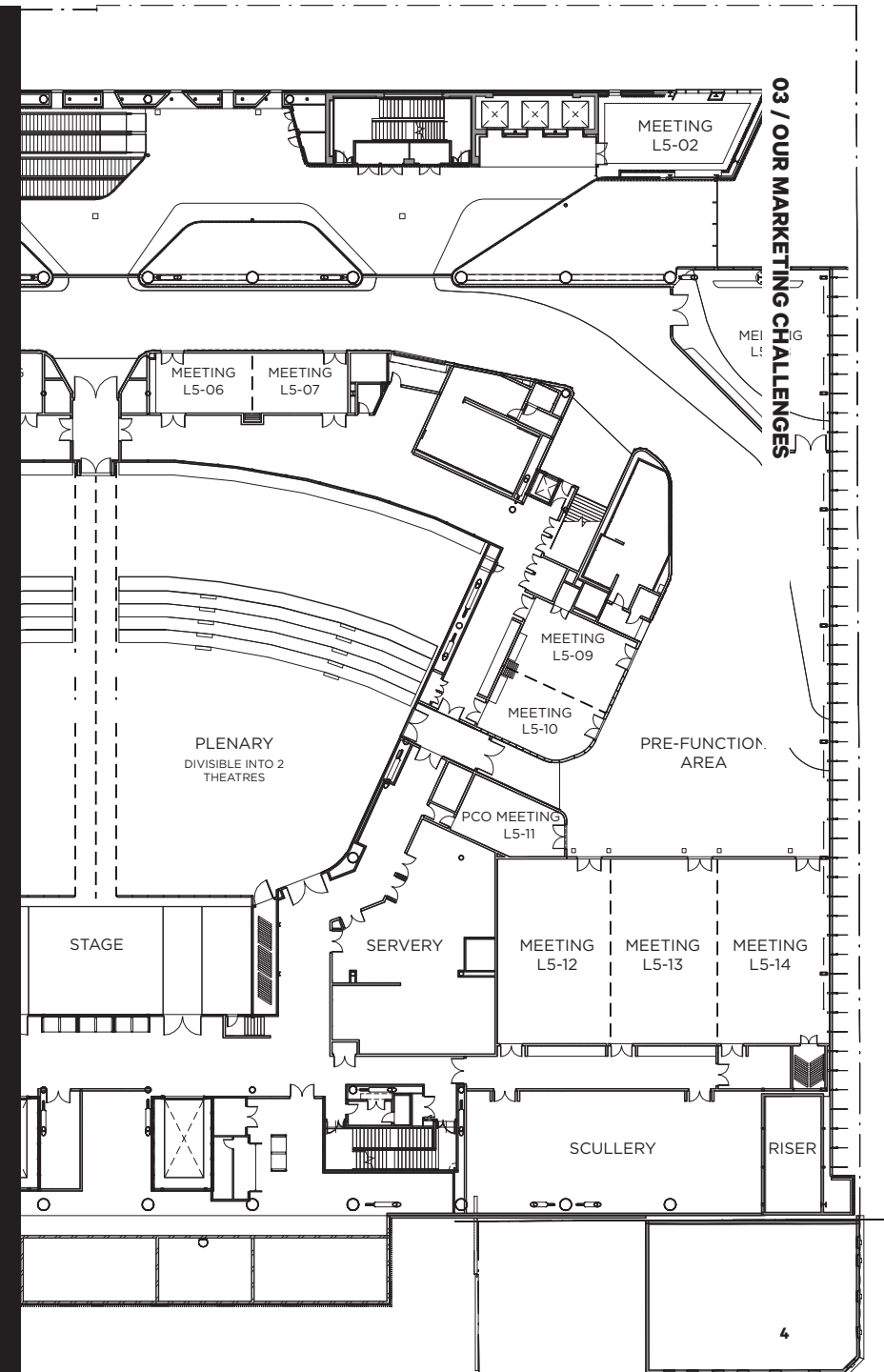
Our marketing challenges:

A key response from our Professional Conference Organisers (PCO's) was:
“Help us understand the building,
and get a sense of the size and scale.”

How can we show the many configurations of a flexible building?

How can we help people understand the size and scale of the building and its spaces?

How can we start selling something that doesn't yet exist?



How digital became the solution for the NZICC.

In order to solve for these challenges, we investigated different experiences that allowed our customers to experience the sheer scale, innovation, flexibility and reconfigurability of the NZICC building's design, before anyone has even taken a step inside, thus setting us apart from our competitors.

The key was showing, not telling our customers. Our key sales partners are often based off-shore or travel frequently. We needed to arm them with information so they can be experts. We also needed a high-tech and unconventional solution that would build anticipation for the NZICC and allow people to experience the scale of the 32,500m² building as well as presenting hundreds various configurations and functions of its interior spaces.

Key marketing goals:

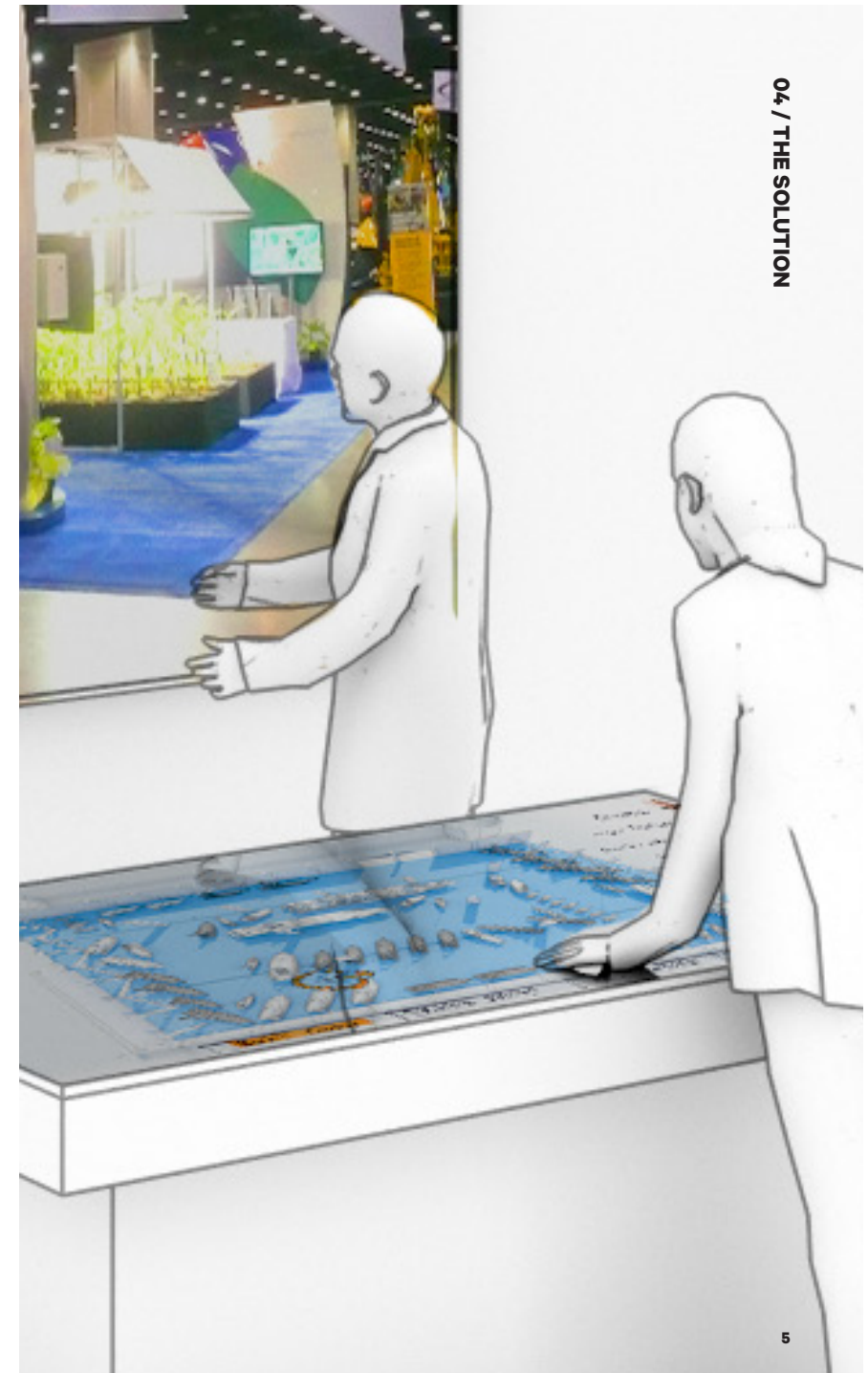
To take our customers and the industry on a journey.

To take the opportunity to communicate differently and be non traditional.

To build our brand through our behaviour and digital assets.

To sell in a way that is efficient and portable and sets us apart from our competitors.

To sell our culture of innovation, and that of New Zealand.



Collaboratively developing an integrated, interactive experience.

Utilising New Zealand's strong technology industry, we worked with a local firm Buildmedia, who proposed using ground-breaking technology to bring the architectural drawings to life in response to key customer-driven insights. Buildmedia is Australasia's leading 3D architectural visualisation rendering studio, who are leading the way with virtual-reality experiences.

Together, we set out to develop an extraordinary interactive presentation.

The interactive interface uses touch-screen technology that can be accessed and updated remotely from anywhere in the world.

“The brief from the client was to come up with a high-tech, unconventional marketing and sales tool that would get people excited and get to experience the scale and configurability of an unbuilt convention centre”
— *Gareth Ross, Buildmedia*



[See the
development
story](#)

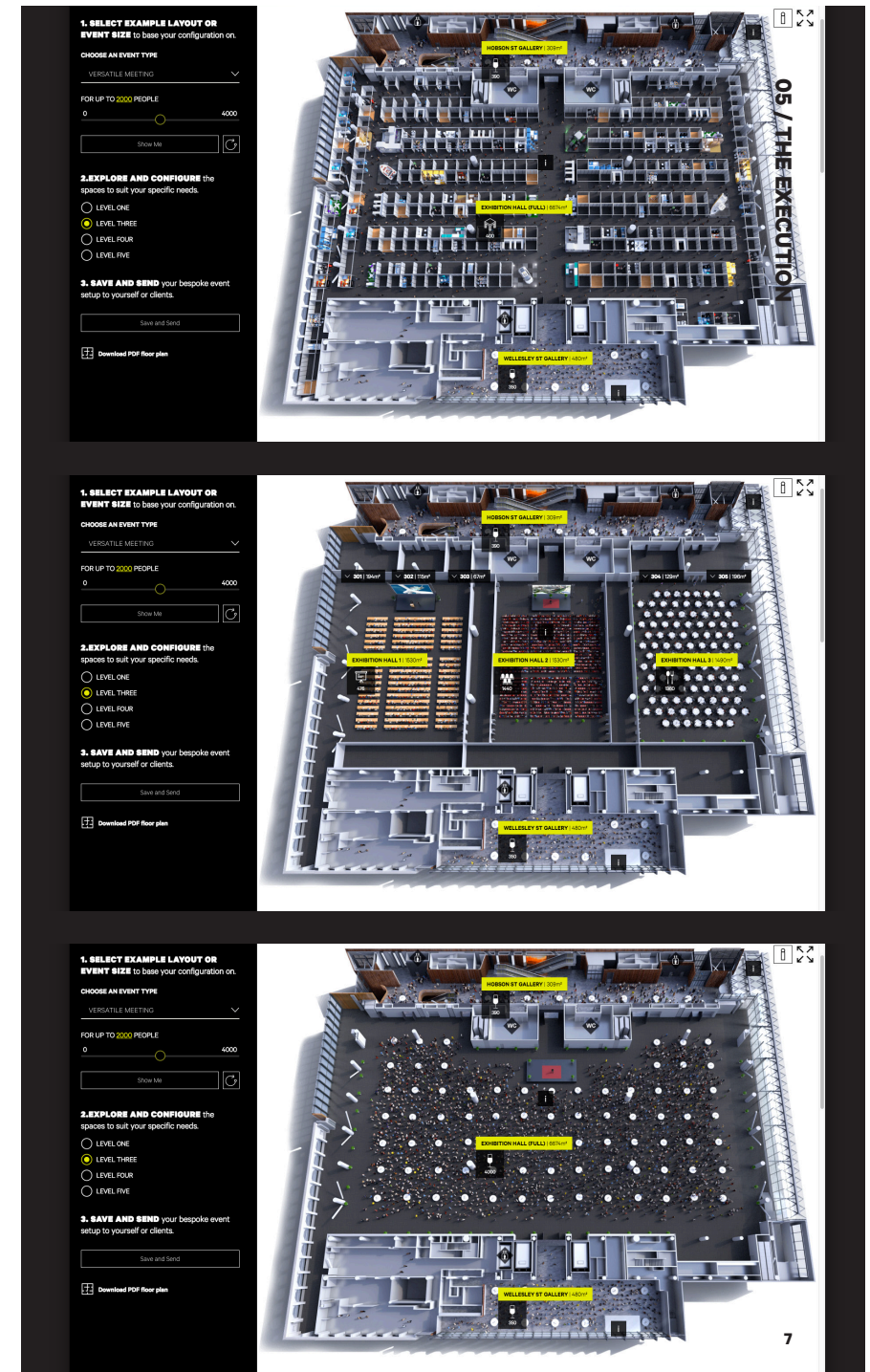
Flexibility is at the core of the design.

An interactive building design gives PCOs an unparalleled understanding of what events the NZICC is capable of hosting. To achieve a range of configurations, Buildmedia produced multiple floor layouts for each of the interior spaces and 3D-modelled each room with tables, chairs, booths and, of course, people to help clearly demonstrate the scale of each space.

The process was challenging in many ways, as Buildmedia had to create an incredible number of animated sequences for each space. This was a huge task for the team and required hundreds of video and static image assets to be generated within an eight-week production period.

Important to the project was ensuring that the touch table was not only going to be stable and reliable but also had a high level of graphical performance.

When buttons were pressed, interaction needed to be instantaneous with zero lag. 3D movement needed to be fast and smooth. Typically touch table interfaces have only needed to present simple static graphics so computing power has not needed to be too high. With this project Buildmedia required a solution that would present a large amount of 2D / 3D information using a high powered, custom-built computer system that would operate within a sealed enclosure that was in some areas only 20mm thick, the width of your hand.



We created content once, and are able to continually update and share it.

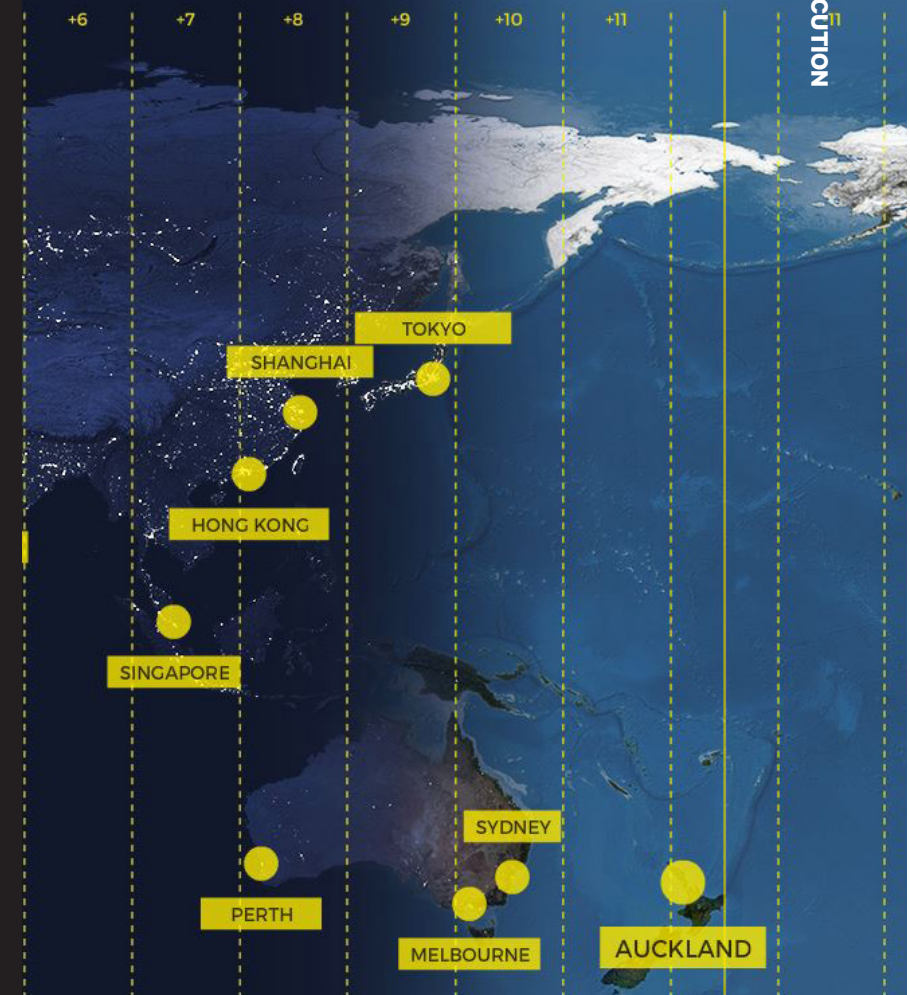
The presentation was built as an app so as well as being presented as a large touch table solution for taking to trade shows, we have also adapted a more portable version designed to also work on touch screen tablets that allows a more personal one on one experience, along with being hosted online at nzicc.co.nz

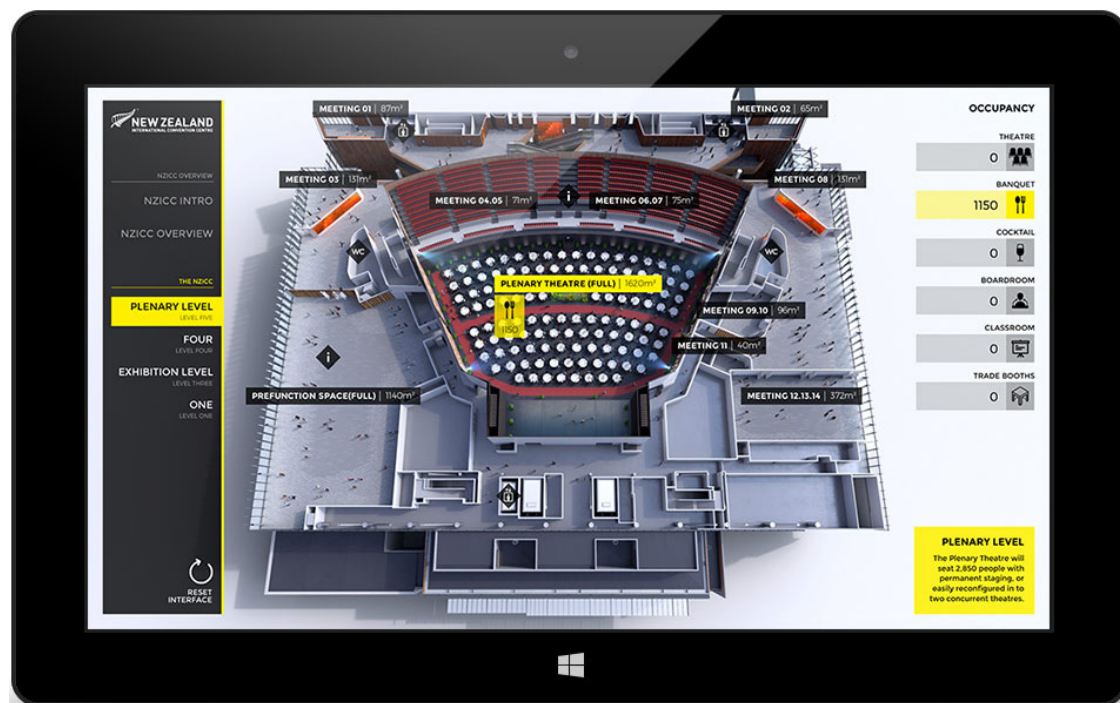
The best part? We have distributed and shared this interactive building model with key sales channels simply by sending it to them via dropbox or giving them a USB.



The interactive building model made its first appearance in to the market at AIME in Melbourne, then over to Frankfurt for IMEX and is steadily making its way around the world.

Locally, the technology is used daily across a wide variety of audiences with fantastic success. Used in staff briefings, inductions with our construction partners and building development specialists, all the way to briefings and operational planning with suppliers, political stakeholders and of course, our sales partners.





NZICC: CREATING A BRIGHTER FUTURE TOGETHER

ICCA BEST MARKETING AWARDS 2016

Momentum is building...

The NZICC is already a convention centre with a difference, before a single brick is even laid. And unlike any other convention centre, you can interact with the building itself.

The interactive tool is set up to allow anyone to visualise the development by looking into each of the 3D floor plates viewed from above. We achieved a sustainable, future-proofed, business model that allows for easy sharing of complex information, a configurable user friendly tool and the opportunity to showcase New Zealand's unique creativity and innovativeness.

Since launching, our website traffic increased by 63.8% new sessions, our sales pipeline is building up and most importantly people are loving the tool and getting excited about the NZICC.

Here's what people are saying:

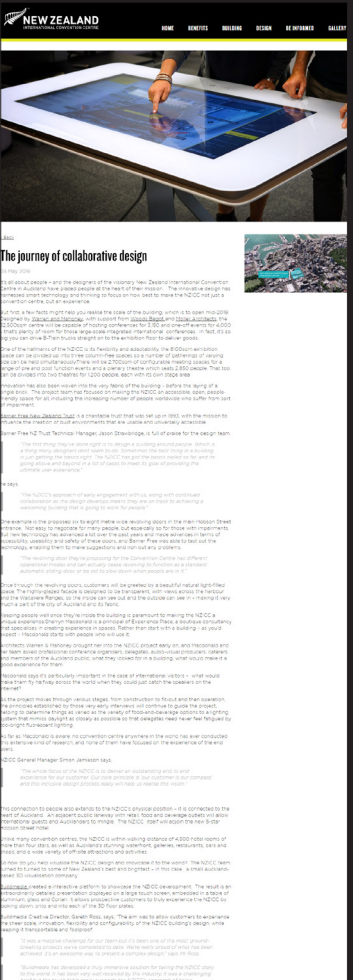
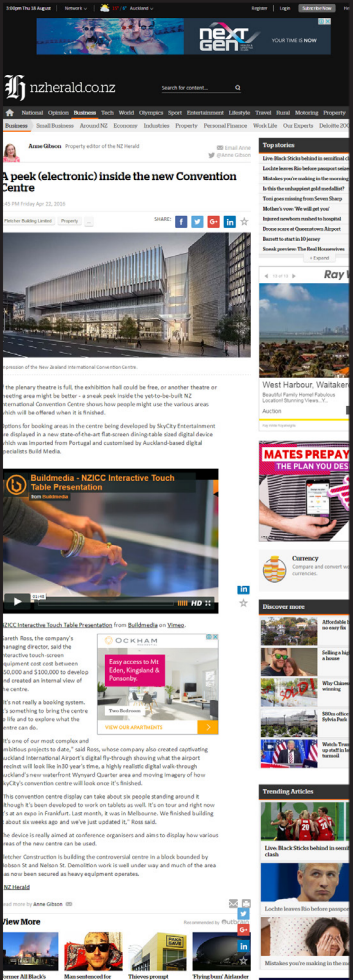
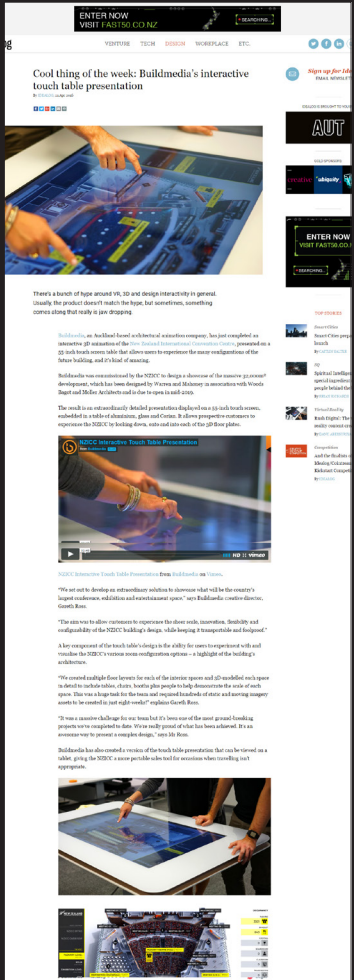
Idealog: Cool thing of the week: Buildmedia's interactive touch table presentation
{April 21, 2016}

NZ Herald: A peek (electronic) inside the new convention centre {April 22, 2016}

CIM Magazine: NZICC's big sell
{December 21, 2015}

Voxy NZ: International Convention Centre
"flexible, adaptable, innovative".
{April 20, 2016}





06 / THE RESULTS

"It's a truly mobile solution, allowing us to go towards our customers, rather than having them come to us."
— Simon Jamieson, General Manager



**“There’s a bunch of hype
around VR, 3D and design
interactivity in general.
Usually, the product
doesn’t match the hype,
but sometimes, something
comes along that really is
jaw dropping.”**

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Idealog