

CASE STUDY THEMED EXPERIENCE



THE CHALLENGE

Own (formerly OwnBackup), a trailblazer in the data platform realm, envisioned a grand presence at Dreamforce 2023, including two adjacent exhibits on the show floor, as well as a series of off-site events, featuring a fully branded off-site Executive Briefing Center. Their revolutionary theme, “Data Independence,” aimed to communicate a revolutionary approach to data protection and activation.

Elevation3D faced the challenge of translating this theme into a cohesive, immersive experience that spanned both the tradeshow floor and the off-site events, making a profound impression on Own’s audience and rallying attendees behind their bold mission.

HIGHLIGHTS

- Weeklong Executive Briefing Center
- Exclusive One-Night Premiere Event
- VIP Yacht Experience
- Private Suites at the New York Giants Game

THE SOLUTION

Elevation3D collaborated closely with Own to understand their products, brand identity, and goals, resulting in a seamlessly integrated tradeshow booth and extended into a series of unforgettable off-site events.

Trade Show Exhibit

The featured 30x30 trade show booth, designed with a distinctive capital building/statehouse ambiance and a rotunda structure, featured a Demo Alley fostering interactive engagement. A reception wrap-around desk served multiple functions, including badge scanning and initial client greetings. The American Revolution theme extended to modernized pieces, invoking a call to liberate within design elements. Hanging signs with logos and repeating taglines created visual focal points.

These elements carried over to an adjacent 10x10 inline exhibit for additional client engagement.

Immersive Off-Site Events

Own continued the immersive experience at a series of off-site events, including an Executive Briefing Center that guests were invited to all week, as well as a private one-night event for 1,000 clients and prospects. The events took place at two abutting locations that served as fun, exciting landmarks for guests.

Elevation3D created and managed the theme development for all events, from logistics to in-house graphic design and production. Of the many graphic highlights, the concept and execution of the complete vinyl wrap used on the exterior of the off-site building to achieve the revolutionary look was a standout piece. Additionally, 3D illuminated logos hung on the exterior of the building, and a brightly-lit box truck drove around the city, often parking outside, promoting the exclusive events.

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Elevation3D was an exceptional partner to Own. Their creativity, concept development, and flawless execution exceeded our expectations, and brought our events to life. With an impressive range of in-house services, Elevation3D exhibited professionalism and made the entire experience truly exceptional.

Brooke Glynn, Creative Director

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A Liberty Bell replica and vinyl brand graphics on display in the exterior windows continued the theme from the tradeshow exhibit into the interior of the event space. Throughout the venue Own branding was on display, including the political-style call-to-action posters, meeting spaces, and tapestry.



THE SOLUTION

Elevation3D designed distinct areas within the space to distinguish lounge, hospitality, and business conversation spaces. Attendees had opportunities to engage with Own staff more directly about product solutions, as well as to enjoy the ambiance, which included themed menus, uplighting, carefully curated furniture, and live music.

Many of these elements were replicated in the neighboring venue for the premier event with live music, lighting, and themed menus.

Elevation3D's graphic design prowess played a key role in creating a cohesive theme across all locations and events, from the immersive Executive Briefing Center to the unique experiences at the private event, as well as a private VIP yacht experience and two private suites at the New York Giants game.

In successfully addressing Own's challenge, Elevation3D not only captured the essence of "Data Independence" but left an indelible mark on attendees. The fusion of historical inspiration with modern innovation showcased Own's commitment to revolutionize data protection and activation.

