

LEGOs and social media make everything awesome at industry trade conference

More than 1,000 attendees unleash the inner child and play with Silicon Mechanics' LEGO sets



Silicon Mechanics, Inc. is an industry-leading provider of rackmount server, storage, and high-performance computing solutions. Deploying the latest innovative hardware and software technology, the company works in collaboration with customers to design and build the most efficient, cost-effective technology solutions. Silicon Mechanics has been recognized as one of the fastest growing companies in the Greater Seattle Technology Corridor.

CAMPAIGN HELPS FILL THE SALES PIPELINE:

According to Silicon Mechanics, the Super Computing LEGO booth campaign resulted in **more than 900 qualified sales leads**.

CREATING A FUN BOOTH SPECTACLE AT SUPER COMPUTING

The challenge: Today, capturing booth traffic at tradeshows almost requires a spectacle – just look at this year's Consumer Electronics Show (CES) with its basketball hoops, racecars, treehouses and more. The Super Computing Conference is the equivalent of CES for Silicon Mechanics, an industry leader in providing open computing solutions. And in the uber-competitive world of high-performance computing, standing out at this show is vital to building relationships that can impact the company's sales pipeline. To this end, Voxus and its client were tasked with creating an engaging and fun booth spectacle at Super Computing.

LETS BUILD SOMETHING TOGETHER

The idea: During film production of a recent customer case study, a narrative emerged; working with Silicon Mechanics is like building with LEGOs, while working with competitors is like building with PLAYMOBIL. The team decided to capture this sentiment in a physical sense, and through research were able to source LEGO cluster kits that allowed attendees to build miniature HPC solutions. Voxus integrated the giveaway with a social media contest where attendees were asked to pick up a custom LEGO set from the booth, build a scene, take a picture and post it to Twitter with #HPCbuiltforyou. This then entered them in a contest to win a Surface Pro 4.

THE FINAL LEGO MASTERPIECE

The results: To generate interest, Voxus also created a fun video that was used in the booth and on social media. The team also live tweeted from the show floor. The campaign delivered incredible visibility with Silicon Mechanics' target audience and received rave reviews from attendees. Metrics include:

- **Dispersal of 1,000+ LEGO sets**
- **More than 900 qualified sales leads**
- **413,000 social media impressions**
- **More than 125 image entries on Twitter**
- **811 social engagements**
- **More than 225 landing page visits**

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