

BRINGING THE TRADE SHOW TO THEIR SCREENS. NOT THEIR CALENDARS.

How we broke through for 3M Packaging Machines with zero media spend and created \$800K in sales opportunities in just 6 months.



Launched in  Australia  New Zealand  Thailand  Vietnam  South Korea



THE CHALLENGE

3M is known for adhesives and tapes, making it tough to break through for our packaging machines across AU, NZ, TH, VN and KR.



High awareness
but low interest
conversion



Expensive trade
shows with low
ROI



Hardly any
MQLs or sales
opportunities



THE STRATEGIC PIVOT

Instead of spending big on trade shows, we decided to **bring the trade show to our customers.**



Reimagined the trade show experience in a digital-first, interactive format.



Made it accessible anytime, anywhere – on phones, tablets and laptops.



Focused on education, engagement and business relevance – not just visibility.



THE SOLUTION



3M VIRTUAL PACKAGING EXHIBITION

virtualpackaging.3m.com

- ✓ Immersive virtual exhibition with 360° product demos and machine videos
- ✓ Solutions by application, industry and packaging need
- ✓ Live chat with experts & downloadable resources
- ✓ Available in local languages for a seamless experience



HOW WE EXECUTED (ZERO MEDIA SPEND)



Used our channel partners, distributors and Salesforce lead base



Sent targeted emailers and direct communications



Leveraged partner networks and social sharing



Drove traffic through owned & earned channels only

THE IMPACT



0 → 25+

MQLs every month
from each market



\$800K+

sales opportunities
in the first 6 months



5

markets
activated



0

media spend
incurred



Improved brand
consideration &
stronger pipeline
momentum

KEY LEARNING



Innovation doesn't always require more budget. It requires a **better idea.**

We turned a cost-heavy, low-ROI activity into a high-impact, scalable growth engine.

RECOGNITION & GLOBAL IMPACT



- Awarded at 3M Global Marketing Conclaves
- Recognized for marketing innovation and business impact
- Replicated across global markets



Explore the global experience
virtualpackaging.3m.com



We didn't just create a virtual exhibition.
We created a **virtual advantage.**

