

Royal Swazi Sugar Corporation is sweet on icandi COMMUNICATIONS

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The innovative design of a stand can make a brand stand out in a crowded trade fair. Creative Communications agency icandi COMMUNICATIONS created an award winning stand for client Royal Swazi Sugar Corporation (RSSC), one of Swaziland's biggest companies, at the Swaziland International Trade Fair (26 August - 4 September 2011).

Working to a tight deadline, icandi COMMUNICATIONS delivered a show-stopping RSSC stand with their usual flair for creativity and commitment to service excellence, winning Best Corporate Stand and Overall Best Stand Award for RSSC.

With inspired design and strategic production, the stand drew attention to the main operational areas of RSSC at the event. "A trade function is often a crowded marketing convergence; we wanted to cut through the clutter and pull focus to key client messages," says Edgar Nelson, Managing Director of icandi COMMUNICATIONS. "That was our brief and we worked outward from that in our design to get visitors to engage with the RSSC brand."

This was an exciting, yet challenging project. "We did not have much turnaround time," he says. "From concept to execution, it was tight, but our team really pulled together to make this happen."

For more than 10 years, icandi COMMUNICATIONS has worked to express the intrinsic message of a product or brand with strong strategic communication solutions. "We find creative messages that match the outcomes set by the client," Nelson says. "On this project, we brought all our creative, 'can-do' attitude to the table to produce the right results."

For the show, RSSC focused on a theme of Increasing Productivity; icandi COMMUNICATIONS built the stand around the four brand pillars of the sugar producer: Agriculture, Human Resources, Manufacturing and Marketing. "That gave us a concept and structure to work with," he says. "It was especially important that we communicated that ethanol, a by-product of sugar production, can be marketed as a renewable energy source."

"We believe that we got the client's core corporate message across to buyers and other industry stakeholders," Nelson concluded. "For us, it's not about winning awards, although the accolades are always a welcome affirmation of work well done."

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