

THE ANTI-AGEING HEALTH & BEAUTY SHOW

The Anti-ageing Health & Beauty Show was the first event of its kind in the consumer sector.

Event Type: Public
Visitors: 11,000

Venue: Olympia National
Organiser: CRS Media



CRS Media chose Olympia National to launch this novel show due to its central location and glowing reputation as a launch show venue.

The event was aimed to educate consumers on how to combat signs of ageing and there were a number of well-known exhibitors including Dr Bragi, NuSkin and Beauty Bible. The show also featured a VIP area, yoga classes and teeth whitening sessions. This was a complex event that blended the pharmaceutical world with the general consumer and the Olympia team worked hard with the organisers to ensure this launch was a success.

CRS Media approached the venue's marketing and communications team for additional support in promoting The Anti-ageing Health & Beauty Show in the lead up to the event. This new show had a very particular target audience and so it was important to hone in on that audience and ensure that all platforms were being utilised to reach a high level of engagement. Despite these challenges, the marketing team sent several solus emails with an average open rate of 22%, exceeding the industry averages, and an extensive consumer survey that resulted in nearly 200 entries. Meanwhile, the communications team were able to secure excellent exposure in local publications and compose a press release following the results of the survey.

Charlotte Mullock, Marketing Manager for CRS Media Ltd, said:

"This was a brand new show for us and we had a very specific demographic in mind. The Olympia marketing and communications team were a huge help and really made us feel at ease. They offered a huge range of complimentary support including social media coverage, some great PR exposure, an online consumer survey and various email campaigns that resulted in some fantastic results. The team were approachable, on hand and proactive and we look forward to working with them again in the future."