

Nothing ever happens in Belgium

‘Nothing ever happens in Belgium, right?’

Our fatalist taxi-driver managed to insult me and freak me out, while manoeuvring us through the busy London morning traffic. It was a week after the Paris attacks and a day after the foiled one in Verviers.

‘Who would have thought so, in Belgium... We all know, an attack in London is imminent: they know it will happen, just not when and where. But when your time has come, it has come, right?’

Welcome to London...

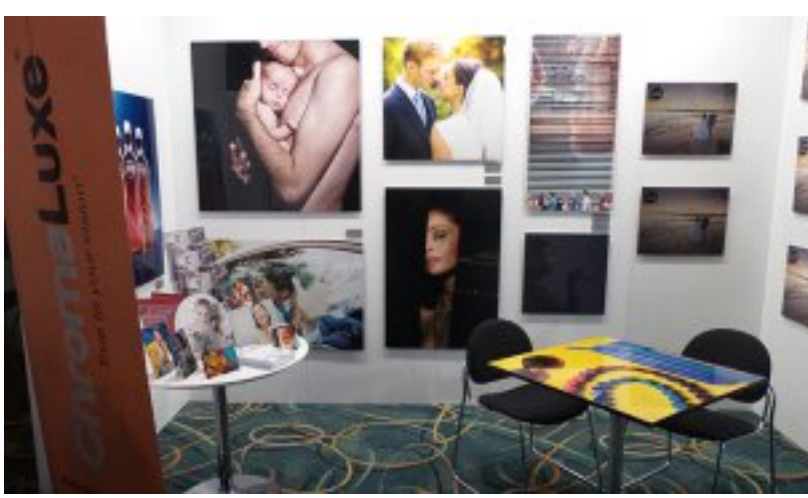
The Hilton Metropole Hotel in London hosted the **SWPP** (Society of Wedding and Portrait Photographers) Convention and Trade Show from January 16th to 18th: the place to be for any wedding or portrait photographer in the country. Many master classes succeeded one another, with an opportunity for the attendees to stroll around the trade show booths during the breaks.

We are not from the UK, not a lab and hence not selling direct to photographers and we have four of the best UK labs selling our product, so why were we here with a booth of 4×2 m? Only one answer: **Brand awareness and visibility**. When a photographer turns to a lab for the printing of his images, we want him to ask for a ChromaLuxe, not a canvas, an acrylic or Dibond, but a metal print, printed on ChromaLuxe!



I have to admit: convincing a photographer to go for a ‘new’ and ‘undiscovered’ printing technique isn’t easy. They have a vast clientele who like their canvasses or framed photo paper and might not want to risk adding a new and more expensive material to the mix. However, with the right images at the booth, you will be able to **attract and awe** the ones looking for the novelties on the market.

Looking for great images to display at a booth? One tip: **forget about iStock and Shutterstock**, but look for real photographers willing to share their images with you. You’ll find out three things working this way: 1) the extra time spent on looking for ‘real’ images will be largely compensated by **the enthusiasm of photographers** once they discover ChromaLuxe, 2) the visitors of your booth will be attracted by real



photos of real people, in contrast to the ‘look how naturally I can smile’-family portraits you pay €5 for on image databases. 3) before you know it you’ll have a database of photographers eager to have you use their images, as for them it’s publicity too! And there’s even a number four: these photographers will

talk and tweet about you and make your music. **Now that’s a return on investment!**

Where to find them, these photographers, you ask? They’re all around! Six weeks prior to the show, we launched a tweet, a couple of times the same one, for optimal reach:



With the reactions we got, our graphic designer started to make the puzzle: portraits, weddings, some commercial photography. Contacting photographers, getting the high res files, sublimating the panels. Everyone who ever planned a booth knows how hectic this can be.

And for Europe, Africa and the Middle East, all of this is done from our offices in Belgium. So nothing ever happens in Belgium? No, not right.



Carolyn Krekels is jr Marketing Manager at Universal Woods EMEA, in Schelle, Belgium. She has been taking care of the EMEA marketing for the Universal Woods products for 9 years so far, first working for the EMEA distribution partner of Universal Woods. In 2012 she joined the Universal Woods EMEA team. In Carolyn’s posts, she will give you insight in the marketing actions organised by Universal Woods EMEA and can give you useful hands-on tips on how to bring your product to the market. Contact

