

Event Case Study, Teradata

Rockin' theme draws 2,500 attendees

Challenge: Teradata wanted to mark its 25th anniversary in a way that would celebrate their creation and ownership of the enterprise data warehouse market as well as honor the company's "garage band" origins and contributors — including its employees, customers and users.

Approach: Teradata had a lot to celebrate. Founded in a Brentwood, California, garage in 1979, the company had become the global leader in enterprise data warehousing with more than 750 blue-chip customers worldwide. Teradata had been the first technology company to realize that organizations could use their data for better, faster decision-making if they were to collect their data in one place: the Enterprise Data Warehouse. The company wanted to mark its 25th anniversary in a way that would celebrate their creation and ownership of the EDW market as well as honor the company's "garage band" origins and contributors — including its employees, customers and users.

AgencyAxis' task was to create a fun, original theme for the company's internal and external anniversary celebrations. The solution: Rock The Warehouse, a concept that celebrated the company's beginnings and had plenty of "party potential." First, we created original lyrics for a 25th anniversary rock theme song that reinforced the company's messaging and industry leadership. AgencyAxis arranged, recorded and produced the song.

Next, we created a rockin' logo for the anniversary celebrations that drove our designs for banners, a commemorative T-shirt for employees and rock-and-roll items for internal use. We also researched 1970s rock and roll to create a musical trivia game that was distributed to all Teradata employees via e-mail.

Then we started work on the annual PARTNERS Conference and Expo. Teradata wanted the PARTNERS Conference to be the high point of its public anniversary celebrations. Guided by the theme, AgencyAxis designed all of the trade show signage, collateral materials and Web pro-

motions, and created a brand identity and logo for Teradata's retail bookstore at the conference. The anniversary theme and graphic elements were incorporated into designs for the event, including 25th anniversary stickers for standard trade show collateral and a special "backstage pass" that drove attendees to the Teradata booth. The pass — a badge on a lanyard — said, "Rock on with a free Teradata.com T-Shirt" and required unregistered visitors to respond to a brief survey at the booth to get the T-shirt. Sourced by AgencyAxis, the shirt featured a guitar logo — and was shrink-wrapped in the shape of a guitar.

Results: An engaging theme, successfully integrated into attendance promotions, signage, collateral and even original music, created a memorable and highly attended event. More than 2,500 attended Teradata's 18th PARTNERS Conference and Expo — to the delight of the event's planners. And thousands of Teradata employees worldwide "rocked out" in celebration of the company's 25 years of leadership.



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