

Clarion unveils 'Talking ICE' campaign

London, 13th October, 2011 – Clarion Events has developed its creative advertising campaign for 2012 in an unorthodox way by recruiting some of its most celebrated stakeholders to 'do the talking'.

The 'Talking ICE' campaign, which will be run through international print and digital media, features some of gaming's most influential thought leaders, including Nick Harding, CEO, Praesepe; Simon Burridge, CEO, Virgin Games; Jim Cremin, Journalist on The Racing Post; Fabrizio Alberici, CEO, Alberici SPA; Ron Goudsmit, Chairman, European Casino Association; Craig Churchill, IGT, Senior Vice President of International; Peter Naessens, Head of Regulatory Advice Unit, R&D, Belgian Gaming Commission; Peter Gideon Bierer, Executive Vice President of New Media, International Game Technology and Jens Halle, Managing Director of Novomatic's international subsidiary Austrian Gaming Industries GmbH.

Chris Jones of S&J, the agency responsible for developing the 2012 campaign, said: "One of the many 'stand-out' characteristics of ICE – Totally Gaming is the level of engagement it enjoys with so many stakeholders drawn from all sectors of gaming. Many of the industry's leading figures feature in the campaign which sets out the key features and benefits of attending the world's most influential gaming exhibition in their own words.

"We have been very conscious of the importance of talking with the visitor audience in a grown up way which means applying advertising credentials more associated with business to consumer campaigns. The ICE – Totally Gaming audience is amongst the most sophisticated group of international business executives and should be treated accordingly.

“The Talking ICE campaign, which will run throughout the above and below-the-line marketing activities in support of 2012, has the flexibility to grow and add new talking advocates as the dates for the exhibition get closer.”