

ICE marketing campaign shortlisted for prestigious award

London (June 11th) – The ‘Think Big’ marketing campaign in support of ICE Totally Gaming 2013, has been short listed in the flagship Association of Exhibition Organisers’ (AEO) Excellence Awards. The AEO Awards represent the best that the events



industry has to offer, showcasing the achievements within the sector over the past 12 months. The illustrious event, which is being held at Old Billingsgate, London, recognises and celebrates standards of excellence and quality by both organisers and suppliers. ICE is the only gaming brand to have been short listed by the AEO.

Kate Chambers, Portfolio Director responsible for ICE Totally Gaming said: “With ICE relocating to its new home at ExCeL and being held on new dates, we knew that 2013 was going to be a landmark year for all of our international stakeholders and partners. The theme and execution of the campaign for ICE 2013 was pivotal in helping our customers to embrace the move to our splendid new home at ExCeL after two decades at Earls Court. Using just the two words ‘Think Big’ succeeded in communicating all of the benefits of making the move. Importantly ‘Think Big’ translated across our product sectors and resonated with the huge number of nationalities that we market to and who are represented at ICE. We have had great feedback from our customers – which is very unusual for a business to business campaign – and to be short listed in the AEO Excellence Awards is a great tribute to the creativity of the campaign and the contribution it made to what was another great edition of ICE Totally Gaming.”