

CASE STUDY



Elevating exhibition
impact for a leading Oracle
partner, **Namos Solutions**





Namos Solutions is a UK-based IT consultancy and award-winning Oracle partner. With a strong reputation for technical expertise and enterprise delivery, the business recognised an opportunity to elevate its brand presence at a major Oracle-focused industry event hosted at ExCeL London.

S2F Marketing partnered with Namos to deliver a high-impact exhibition campaign designed to increase visibility, strengthen brand perception, and create a memorable event presence from London Underground station through to the exhibition stand itself.

Over a compressed six-week delivery period, S2F designed and coordinated a fully integrated exhibition campaign spanning large-format print, station advertising, exhibition graphics, and event branding.

Context & Background

About the client

Namos Solutions is a UK-based Oracle consultancy supporting organisations through enterprise technology transformation. As an award-winning Oracle partner, the business specialises in ERP, EPM, HCM, cloud migration, and managed services.

Operating within a highly competitive technology and consultancy market, Namos works with organisations seeking scalable, secure, and future-focused enterprise solutions.



ORACLE | Partner



Bringing Namos on board was a turning point. They quickly understood our challenges and helped us move forward collaboratively.

PRIDE
MOBILITY



The client story

Historically, Namos had managed much of its marketing activity internally. However, as the business prepared for the Oracle AI World Tour event at ExCeL London, the leadership team identified an opportunity to significantly elevate brand visibility and market presence.

The objective extended beyond simply exhibiting at the event. Namos wanted to create a memorable and highly visible campaign that would strengthen perception amongst attendees, differentiate the business from competitors, and reinforce its position within the Oracle ecosystem.

What began as an exhibition design project quickly evolved into a fully integrated campaign focused on visibility, consistency, and attendee experience.

The challenge

Initial challenges

Before working with S2F, Namos faced several exhibition and branding challenges:

- Standing out within a highly competitive Oracle partner environment
- Creating a premium, enterprise-level visual presence consistent with the Namos brand
- Delivering multiple large-format assets across different physical environments
- Maintaining consistency across exhibition, transport, and venue branding
- Coordinating design, approvals, and production within a compressed six-week timeframe

The scale of the campaign significantly increased project complexity, with multiple formats, production specifications, and placements requiring careful coordination.

Evolving challenges

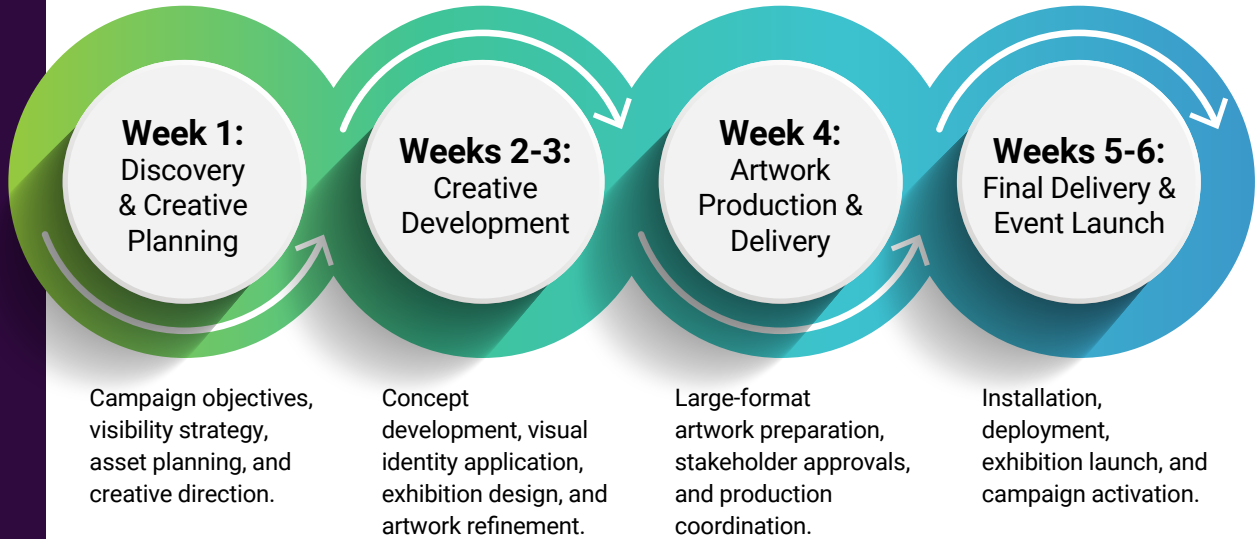
As the campaign developed, the project became increasingly focused on attendee journey and brand immersion rather than standalone exhibition graphics.

This introduced additional strategic considerations:

- Creating a seamless visual journey from station arrival to exhibition stand
- Increasing memorability amongst enterprise technology buyers and decision-makers
- Differentiating Namos from competing Oracle partners exhibiting at the event
- Ensuring high-impact visibility without compromising brand consistency or professionalism

Namos required more than exhibition artwork. The business needed a strategic creative partner capable of delivering a cohesive, large-scale campaign under significant time pressure.

Implementation Timeline





The results

Quantitative outcomes

Campaign visibility

- 38m London Underground billboard installation
- Multiple station walkthrough advertising placements
- Integrated exhibition and transport campaign delivery

Qualitative outcomes

- Stronger and more confident brand presence at a major industry event
- Increased visibility throughout the attendee journey into ExCeL London
- A cohesive campaign experience extending beyond the exhibition stand itself
- Greater differentiation within a competitive Oracle partner environment
- Positive feedback from stakeholders, prospects, and internal teams

“The impact of the artwork that flowed from the station to the stand and then around the ExCeL on bags over the shoulders of our prospects was immense. The initial ‘we want to make an impact’ was achieved and then some!”

Gemma Mills,
Vice President of Business Development,
Namos Solutions

Key points



Exhibition marketing delivers greater impact when campaigns extend beyond the stand itself



Large-scale campaigns require strong coordination, communication, and project management



Strategic environmental branding can significantly elevate event visibility



High-impact creative execution is most effective when aligned with commercial objectives



The S2F logo is a white speech bubble with a tail pointing downwards and to the left, containing the letters 'S2F' in a bold, purple, sans-serif font. It is centered at the top of the page against a dark purple background with a large, stylized, multi-colored arc (purple, pink, orange) behind it.

S2F

Looking to make a stronger impact at your next exhibition or industry event?

S2F Marketing delivers integrated exhibition campaigns that combine strategic thinking, creative execution, and high-visibility brand experiences designed to stand out in competitive environments.



Sales & Marketing Strategy

- Comprehensive Marketing Strategy Development
- Brand Positioning and Messaging
- Market Research and Competitive Analysis



Brand Design & Development

- Logo Design and Rebranding
- Visual Identity Development
- International Branding and IP Research



Website Design & Development

- Website Design and Development
- Search Engine Optimisation (SEO)
- Pay-Per-Click (PPC) Advertising
- E-commerce and Catalogue Platform Development
- International Platforms
- Payment Gateway Integration



Digital Marketing

- Social Media Marketing
- Content Marketing
- Influencer Partnerships
- Email Marketing Campaigns
- International Campaigns
- Marketing Automation Implementation



Traditional Marketing

- Print and Corporate Collateral
- Exhibition and Event Marketing
- Promotional Products
- Structural and Outdoor Advertising



Content Creation & Multimedia Production

- Photography and Videography
- Branded Graphics and Infographics
- Visual Assets
- Social Media Content Planning and Creation

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