CASE STUDY



Elevating exhibition impact for a leading Oracle partner, Namos Solutions

S2F

NAMOS SOLUTIONS

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Namos Solutions is a trusted Oracle transformation partner with a reputation for delivering complex enterprise change programmes. Built on the collaborative culture of #TeamNamos and deep Oracle expertise, the business supports organisations across public and commercial sectors. Ahead of a major Oracle industry event at ExCeL London, Namos identified an opportunity to elevate brand visibility and reinforce its position within the Oracle ecosystem.

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 trusted Oracle transformation partner known for combining deep Oracle expertise with a people-first approach to enterprise change. Built around the collaborative culture of #TeamNamos, the business helps organisations deliver complex transformation programmes through specialist consulting, implementation and managed services.

Operating within a highly competitive Oracle and enterprise technology market, Namos works with organisations seeking scalable, secure and future-focused solutions. Through a combination of technical excellence, collaborative partnerships and outcome-led delivery, the business has built a strong reputation across both public and commercial sectors.



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

Week 1: Discovery & Creative Planning

Campaign objectives, visibility strategy, asset planning, and creative direction.

Weeks 2-3: Creative Development

Concept development, visual identity application, exhibition design, and artwork refinement.

Week 4: Artwork Production & Delivery

Large-format artwork preparation, stakeholder approvals, and production coordination.

Weeks 5-6: Final Delivery & Event Launch

Installation, deployment, exhibition launch, and campaign activation.





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 campaign helped us elevate brand visibility, reinforce our position within the Oracle community and achieve our objective of making a lasting impression."

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



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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