



How LJP Films helped Meridian become 2nd most popular exhibitor at world's leading home tech event

Meridian draws record numbers
with disruptive video

Meridian Audio has been crafting innovative, elegant, high performance audio solutions since 1977.

CHALLENGE

Drive attendance to exhibition stand at crowded event

Over 500 brands attend CEDIA Expo, in San Diego — the second biggest home tech trade event in the world. In 2017, competition to flag down the 20,000 home tech pros was as fierce and nail-biting as ever.

Ben Gardiner, Marketing Executive, Meridian, says: *"In an industry where everyone's lauding technical excellence, it often becomes about who can shout the loudest. We don't have the reach of big brands like Sonos and Bose, so to drive people to the stand, we had to be smarter."*



"Instead of talking about our products as being impressive technically we needed to do things differently"





SOLUTION

A disruptive video showing people, not just another black box

Ben continues. *"The AV industry tends to be about shots of speakers, factories and new products — it's fairly prosaic. We were keen to move away from that. We needed a video production company that shared our vision. To tell stories, not just peddle the same old corporate content you flick past on LinkedIn. When I presented our plan to Louis, he had a radically different perspective, and he instilled immediate confidence in us. So we were happy to take his lead on a completely new direction."*

The solution was a video demo'ing real people experiencing their favourite movies with friends and family.

Ben summarises, *"It was a fantastically powerful way to showcase our immersive home cinema products. And this really pure idea ended up being incredibly disruptive."*

“Where others were leading with black boxes, we led with faces looking shocked, ecstatic, thrilled...”



THE FUTURE

Ben says: "We're using LJP Films to create a pack of informative videos, to demo the cool services we offer. So customers can get the most out of them. Likewise, videos make it easier for our dealers. One video can save a whole bunch of time searching for the exact nugget of information they're after. They're so successful we're rolling them out company-wide."

RESULTS

Total industry disruption, unprecedented visitor numbers

The film proved so successful Meridian reported the following results:

- Extraordinary preshow engagement via the show portal
- Meridian was the second most popular exhibitor prior to and during the event.
- More interaction than other exhibitors including: Bose and Sonos.

“ LJP Films know what we want. They’re reliable, responsive and imaginative. They just create really good content. ”



COULD YOUR COMPANY USE RESULTS LIKE THIS?

We're ready to help you shake things up.
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