



New fair concept



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**The Fair Manual should document common guidelines on how Duni and its Business Areas should be represented on fairs.**

- It supports Trade Marketeers in all business areas when briefing stand builders (a solid brief)
- For TT and MS it illustrates a concept on how common focus areas can and should be displayed
- It is to be revised each year even when focus areas stay mainly the same
- It defines the arrangement when TT & MS do joint fairs
- It gives clarity on staying within the corporate guidelines

**The overall image**

- A Duni Fair stand should reflect a modern contemporary restaurant / Fast casual style
- Core message should be “supplier of goodfoodmood”
- Our ecoecho® approach should be underlying on the stand
- But - a Duni fair stand is not only an image tool – it should reflect the expectations that sales has to be successful in selling and generating stands
- The stand as well as the people on the stand should be open, friendly, easy to access and easy to like
- The stand should look premium and well sorted
- Goodfoodmood image platform 100% incorporated



GOOD FOOD MOOD



GOOD FOOD MOOD



# WS fairs and similar

- Assortment
  - Prepacked kits from sample room
  - **Your mission is to send the address to the sample room as well as bring LED's**
- Backwalls – “curtains” will be available
  - Format 2 m x 2,50(height) (ordered from sample room and to be sent back)
- Just open – roll ups will be available
  - Two formats (you get your own)

