Case Study

GE Healthcare - Branding on Site

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world.

The Insta Advantage:
Insta Worldwide Group is a leading point solutions provider for experiential marketing spaces. We understand brands because of our 4000+ clientele globally which include industry specific market leaders.

Our strong presence is marked by our state of art facilities, manufacturing offices in 7 Indian metros and a network of trusted vendors across India.

We’re a global player for International Shows with 100% owned subsidiaries and manufacturing units in USA, Europe and the MENA region.

Customer : GE Healthcare
Industry/Sector : Pharma & Healthcare
Exhibitions : Corporate Events
Where: Pan India

Challenge Accepted:
• GE Healthcare’s brand image was not consistent across India, so they wanted a solution which could brand them in a standard way
• They were looking out for such a service which would minimize their stress of multiple vendor management by maintaining one point of contact for multiple exhibitions pan India
• They wanted to invest once, for multiple shows to gain higher ROI of the show

Engaged:
• Insta suggested with Portable & Modular Solution in Airlite™ and Creeya™ for their diversified demand
• Insta maintained single point of contact throughout the executions in the exhibitions and still maintains so, for future exhibitions
• The combination of products which Insta suggested, proved to be high in utility and quality
• The product’s characteristic included multiple usages without compromising on its quality

Scale:
• GE Healthcare is planning to conduct around 20-30 exhibitions pan India

Result:
• GE Healthcare’s brand image was standard across India
• Portable and durable solution provided, resulting in quick setup time
• Insta maintained single point of contact resulting hassle free communication

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