iLOQ20Life made limitless

Väliskommunikatsioon



iLOQ has been revolutionizing the digital access management industry for **20 years** and they wanted to celebrate the impressive journey of innovation and excellence. Our mission was to bring their **new brand** and promise to life.

We had a challenge to **unite** the global iLOQ Family of Partners, Customers, Suppliers and Personnel. The aim was to increase **cooperation** and **growth**, enhance **brand awareness**, strengthen iLOQ **culture**, promote **innovation**, and provide valuable, relevant **content**.

We asked ourselves, how to learn from the past and unlock the limitless future together?

IMPLEMENTATION

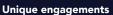
Introducing "iLOQ20 - Life made limitless" - not just a concept, but a promise. Combining unique annual events and investments for different target groups, we created one powerful brand and culture experience week. More than 600 participants from 24 countries came to Oulu - the birthplace of il OO

We tailored a unique limitless event journey for each target audience, including event communication, engagements, iLOQ headquarters & logistics centre experience, custom content, memorable dinners at special venues, and much more.

All roads led to the "iLOQ20 - Life made limitless" conference for a unified event experience:



Immersive iLOQ brand journey showcased past, present, and future iLOQ innovations.



like Al-powered interactions, LED wristbands, and a gamified limitless Escape Room.

Interactive screen content unlocked doors to reveal new markets, strategy and iLOQ's brand ambassador, Kimi Räikkönen.



Prominent speakers explored the limitless future, innovations, and industry insights.



"Back to the Future" Gala

NASA astronaut trainer

Limitless brand experience

week journey

SUPPLIERS PARTNERS CLIENTS PERSONNEL



RESULTS

"iLOQ20 - Life made limitless" was an **absolute success**, uniting the industry community, amplifying iLOQ culture and making an impact on their business with powerful results.

Increased sales performance and savings up to

1,7M€

"iLOQ20 – Life made limitless" was an important milestone in their mission of making life accessible and ultimately, limitless. **4.7/5** Event score

/5 83 score NPS

Enhanced brand awareness and social media presence.

3X Engagements

1,8M

Campaign impressions

+42%

Organic impressions