

iLOQ20

Life made limitless

Väliskommunikatsioon

GOALS

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 iLOQ.

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.



Unique engagements like AI-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.



NASA astronaut trainer



"Back to the Future" Gala

Limitless brand experience week journey



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€

4.7/5
Event score

83
NPS

Enhanced brand awareness and social media presence.

3X
Engagements

"iLOQ20 - Life made limitless" was an important milestone in their mission of making life accessible and ultimately, limitless.

1,8M Campaign impressions
+42% Organic impressions