

# LET'S MEET BUSINESSNORSU.

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## The brief

Nordic Business Forum gathers leaders who come to rethink strategy, growth and the future of work. Jolos wanted to use this stage to make one message impossible to ignore: internal culture is the real driver behind every result. The challenge was to stand out in a sea of business messaging and turn this into a moment people would stop for, talk about and remember long after the talks ended.

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## Results?

The elephant became one of the most photographed elements of the expo area and a natural meeting point during breaks. Dozens of meaningful conversations started at the stand, leading to new contacts, follow-ups and concrete leads. Over 1011 people engaged with the elephant, and over 541 conversations were started. Also... 326 waffles were made. And 55 QR-codes were scanned... in the urinals.

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## The creative solution

A bright yellow elephant travelled from Tallinn, on a ferry, to the Nordic Business Forum. Not as a mascot, but as a statement. The elephant travelled from Estonia to Finland with one mission: point to the elephant in the room at every company. Internal culture. The elephant anchored the stand, but the idea spread across the venue. Over 100 toilet doors and mirrors carried sharp messages, catching people in unexpected moments. Wherever you went, the reminder followed. You could not escape the elephant in the room.

An artist invited guests to write their thoughts about internal culture directly onto the elephant, turning it into a collective reflection.

Yellow Crocs became the unexpected business gift, while small origami elephants with a QR code under the tail led curious minds back to Jolos. Playful on the surface, sharp underneath, the idea stayed with people throughout the forum.