

New ICE campaign invites the industry to ,Enter The Gaming Technopolis‘

London – The campaign for ICE Totally Gaming 2016, which takes place across 2nd, 3rd and 4th February at London’s ExCeL Centre, was officially launched last week in Las Vegas. The campaign creative, which is set in a surreal gaming city of the future, invites industry professionals wanting to see the very latest innovations and solutions to ,Enter The Gaming Technopolis.’

Explaining the thinking behind the campaign, Jo Mayer, Marketing Director responsible for ICE said: „We know from the visitor research that we conduct after each edition of ICE that the single most important reason that thousands and thousands of industry professionals travel vast distances to be in London each year, is the opportunity that ICE delivers to see the very latest innovations and advances in gaming technology. Such is the case, that many of our 500+ exhibitors timetable product launches around the dates for ICE. Our campaign for ICE 2015, which was named AEO Marketing Campaign of the Year, asked attendees to Discover the World of Gaming and for 2016 our invitation is to Enter The Gaming Technopolis.“

She continued: „Whilst we have just experienced the most successful edition of ICE in the event’s distinguished history, the team is fully aware that reputations count for very little and that we have to work extremely hard to earn the custom of the 25,000+ attendees that we want and expect to welcome to London in February. The ICE 2016 creative and proposition is an exciting one and it will be powered, yet again, by one of the most thorough and professional marketing campaigns implemented in support of a business-to-business

gaming event. Marketing such a valuable, respected brand and one which is so important to the global industry, is a big responsibility and one that we don't take lightly.

„The gaming sector never stands still and neither does ICE. We have a programme of new initiatives and activities impacting all areas of ICE 2016 that we will be announcing throughout the course of the campaign. We are extending an open invitation to industry professionals throughout the world to come to London in February and ,Enter The Gaming Technopolis‘.

Attendance at ICE Totally Gaming 2015 fell just three short of 25,500. The independently audited figure of 25,497 represented an 8% increase on 2014 and was 15% up on 2013. Whilst the UK provided the single biggest number of attendees the number of domestic visitors as a proportion of the total fell to 41%, underlining the ICE brand's' status as the most international gathering of gaming entrepreneurs anywhere in the world.