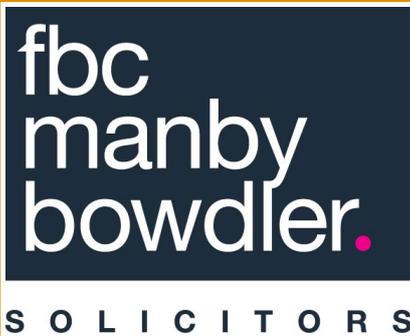




Norris the Robot Case Study

FBC Manby Bowdler creates unforgettable event experience and drives social media engagement with Norris the robot



Event Achievements

- Social media reach extended by 300% over the week
- Improved on-stand engagement with fewer staff
- Tailored performance offered topical and personalised experience for delegates

“I highly recommend Robo4hire and Norris. The team were totally committed to our event and worked around our needs on the day.”

The Client's Event

FBC Manby Bowdler is a UK Midlands-based legal firm that has been operational for nearly 200 years. This multi award-winning and highly accredited company offers expert legal service from six regional offices, covering a comprehensive range of personal and business services.

As specialist legal advisors to the manufacturing sector, FBCMB is a Patron of Midlands manufacturing network Made in the Midlands (MiM). The MiM annual exhibition is the largest event in their calendar and it was for this event, held this year at the Ricoh Arena in Coventry, that the Marketing Team employed the service of Norris the Robot.

Laura Jones, Marketing Manager at FBC Manby Bowdler, explains:

“The Made in the Midlands event is a very prominent one for our regional manufacturing industry with delegates in attendance from across the UK. We therefore wanted to deliver something on the day that was more than just a table top display and pop up stand.”

“We wanted to attract delegates to approach us and do this in an innovative way that was reflective of us understanding what was going on in the sector in relation to automation and AI, so Norris was perfect!!”

Challenges and Goals

Attracting attention at prominent exhibition events is a challenge for any business exhibiting. FBC Manby Bowdler's key goals were to further build brand awareness, extend reach and generate viable leads.

Laura says,

“As soon as we saw Norris, we knew he would speak to our target audience both literally and figuratively. The manufacturing industry in the Midlands dates back to the sixteenth century and now it's going through a fresh period of significant evolution with automation dominating processes. Smart factories are becoming more widespread: AI and the Internet of Things are primary discussion topics.”

“We therefore had Norris asking delegates as they passed our stand: ‘What is the impact of automation on your business?’ We imagined Norris would make the message far more powerful and more relevant to the audience.”

Robo4hire Solution

Andy and Paul were Robo4hire’s ‘roboteers’ assigned to FBC Manby Bowdler for the Made in the Midlands event, with additional support from the head office team in Surrey. From the earliest planning stages, Andy and Paul were available to advise on script ideas and suggest features to add to Norris’s performance that would work particularly well.

Once the draft script was approved, it was uploaded onto Norris’s kiosk, his software nerve-centre, and played through to make sure everything worked as expected. Because this event was local to Norris’ base in Telford, Andy and Paul brought him to the venue early on in the day. Set up took around thirty minutes.

During the course of the event, other minor changes were made to Norris’s script in order to personalise his delivery in response to delegate reaction. As Laura explains, this service feature was very popular:

“If someone asked us what we thought AI would mean for the future of manufacturing, for example, Andy would quickly programme in a couple of lines of text to Norris and he would answer directly. The reactions, when people thought he was thinking for himself, were fantastic and drew even more attention.”

Results

As a direct result of having Norris on the stand, FBC Manby Bowdler’s social media reach increased by 300% with pre and post event activity forming a big part of this extension.

This increase in reach was solely down to Norris, as he inspired a high volume of twitter engagement, both from Laura and her team, and visitors to the stand. Laura explains, “We launched a #FBCMBNorrisSelfie competition before the event, which then also engaged delegates during the day encouraging people to post photos with a specific hashtag. At the end of the event, we chose the best selfie.”

Aside from social media success, Laura also noted other benefits of working with Norris:

“Norris was an incredible conversation starter. From those initial chats about the production of Norris and how he operates, we were able to move onto commercial conversations talking about how FBCMB supports the sector.”

The Best Bits about Working with Norris?

“Overall, it is flexibility and attention to detail that stands out about the Robo4hire service. Andy and Paul were fully committed to making our event the best it could be. They arrived early to set up, were very responsive to our requests and flexible when it came to unforeseen elements such as the heightened security on the day.

The way they tweaked Norris’s script to offer a really personalised experience to delegates was another highlight. There were a number of moments where Andy was able to adapt Norris’s script, engaging with passing delegates in such a way that made them stop and talk to us, where they perhaps would usually have carried on walking – and our social media engagement numbers speak for themselves.”

Laura Jones, Marketing Manager, FBC Manby Bowdler

