

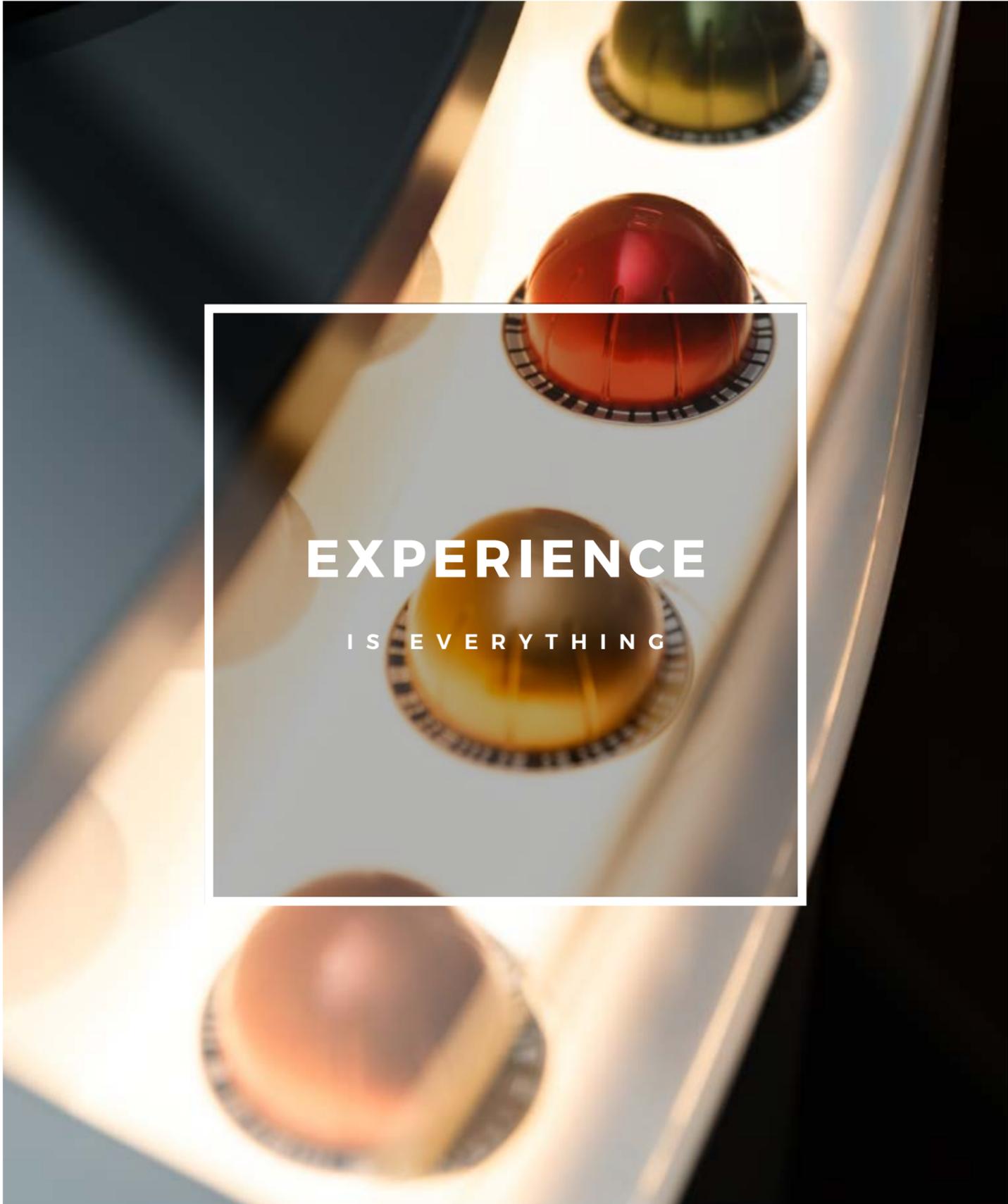
# NESPRESSO

*Delivering an authentic coffee experience*



[www.moreton.net.au](http://www.moreton.net.au)

**MORETONHIRE**  
experience is everything



**EXPERIENCE**  
IS EVERYTHING

ABOUT

# MORETON HIRE

BRINGING BRANDS TO LIFE

Moreton Hire Custom Solutions team have a dedicated team working on Nespresso brand activations around Australia. With 50 years of experience in events and exhibitions, our business has mastered seamless design with efficient execution. The Nespresso Case Study highlights the variety of services our Custom Solutions team deliver. We aren't about delivering "just what the customer asks". We add value, provide insight, make suggestions and deliver the highest quality. Because after all, experience is everything.



## “360° Customer Engagement.”

Building a brand activation within a Shopping Centre needs to attract the attention of shoppers from all angles. The Nespresso Father's Day activation was designed to optimise the allocated floor space. The pop-up has branding across all heights and angles, it carefully showcases products for passer byes, and still enables enough space for coffee ambassadors to engage with their customers.

# Shopping Centre Pop-Up

Father's Day Activation

## SHORT-TERM ACTIVITIES

Pop-up activations in Shopping Centres or high footfall spaces are the ideal solution for launching temporary activities for seasonal holidays, product launches or brand awareness activities. Moreton Hire has worked with Nespresso to install and dismantle efficiently and safely.

A pop-up can be used for more strategic business decisions. Have you considered trialling a retail environment before signing a long-term lease? Moreton Hire has built temporary retail stores to test the appetite of the demographic, before committing to a permanent store-front. Flexibility at its finest!





“Secure, durable,  
quality.”

# Product Launches

*New Vertuo coffee technology*

## IMMERSIVE EXPERIENCES

Going beyond a product showcase, in to an immersive product experience. Nespresso has redefined coffee with their new Vertuo technology. To increase awareness of the new range, Moreton Hire custom built an activation that accurately reflected the innovative Nespresso brand, showcased the new Vertuo coffee machine and enabled customers to taste the quality of the Vertuo coffee. Discover, Taste & Experience.





**ONE UNIT,  
MULTIPLE FEATURES**

- Easy install and dismantle
- Integrated refrigerator, sink, lighting and power points
- 3D illuminated logo
- Lockable storage
- Custom-designed swivel machine feature
- Purpose-built storage container for re-use

## Flexible, Multi-Purpose Designs

*Mobile Tasting Bar Design*

### MOBILE BAR

The custom built mobile bar was specified and fabricated to suit Nespresso's unique requirements. The bar was designed to be easily dismantled, stored, transported and re-used.

The flexibility enables Nespresso to effortlessly install the mobile unit in various locations, such as Doncaster Shopping Centre, Myer Giftorium and Westfield Shopping Centre in Sydney CBD.





## Brand Awareness

Coffee Tasting Cart



“Simple, effective and truly unique.”

### COFFEE TASTING CART

A pop-up tasting activation like no other! Nespresso branded the premium coffee cart to elevate their Vertuo product launch campaign. To engage with prospective customers and encourage tastings of the revolutionary coffee. Nespresso use the coffee tasting cart to connect with their audience in a truly engaging way.



## Exhibition Activites

*Custom Stand Design*

### STAND OUT FROM THE CROWD

Connecting with your audience in an exhibition is a great way to engage with your target audience. To accurately reflect the Nespresso brand within an exhibition hall, Moreton Hire custom designed an exhibition space to ensure the brand, product and message were clearly conveyed. Through custom fabrication, powerful signage, integrated lighting, rigging banners and a tasting bar, Nespresso was perfectly represented within the Exhibition.

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