

# FAIRCHILD SEMICONDUCTOR



## GOING GLOBAL IN SIX WEEKS

### COMPANY

Fairchild Semiconductor International is the leading supplier of high-performance semiconductors products in the power, interface, analog, mixed signal, logic, optoelectronic and configurable products markets worldwide.

### CHALLENGE

In 2005, Fairchild was preparing to host its first international sales conference in San Jose, California. While Fairchild had a theme, "Global Agility", the company was in need of a look-and-feel and recommendations for the conference, as well as accompanying materials. Origin stepped up to execute the project and all collateral for the conference – with only 6 weeks to plan and deliver.

### STRATEGY

Origin immediately evaluated the best way to successfully host a conference with a tight deadline. To maintain consistency between elements, Origin first developed a logo for the Global Agility conference. Delivering several creative concepts with different attributes, the final mark focuses on a globe icon in four quadrants to show the full reach of Fairchild's workforce. With the look and theme in place, Origin ordered custom-

embroidered laptop bags, as well as engraved stone plaques. Each participant received a laptop bag and plaque along with custom pens, notepads, individually branded name badge and lanyard and a custom packet with a welcome letter and itinerary. Each group at the show was assigned a custom color combination as were the packets and enclosed materials. Signs and banners were also designed and produced for display outside of the venue as well as interior signage for the lobby and individual break-out rooms. In addition, Origin assembled individual packets for each of the attendees and prepared all the materials for shipping to California.

### RESULTS

The conference was a successful event that brought together sales staff from all over the world. Origin was able to deliver customized collateral that supported a common theme, bringing a recognizable, meaningful identity to the conference as well as the Fairchild sales team closer together. Due to the positive response from Fairchild management and the overall success of the conference, Origin was asked to create new materials around the theme "No boundaries" for the second annual sales meeting in Hawaii, held February 2006.

