

Disruptive Innovation & Digitale Transformation Sales, Marketing, Branding: Camfil Experience Center



The Client: CAMFIL

Leading manufacturer of premium solutions for clean air for commercial and industrial indoor air filtration and pollution control systems that enhance the productivity of people and machines, minimize energy consumption, and benefit human health and the environment.

Numbers, Data, Facts about the Client:

1. Founded in 1963
2. Based in Stockholm, Sweden
3. 30 production facilities
4. Six R&D Centers
5. 5,700 employees

Revenue: EUR 1.200 million

Management Task:

- Digital transformation of sales and marketing in the DACH region (German-speaking area) as a global blueprint for the group
- Creative development of digital PoS tools for direct and indirect sales, as well as for customers (Sell-Out)
- Since the increase in digitalization had already changed customer and consumer behavior before COVID, and customers no longer wanted to be visited as much through direct sales, digital, disruptive innovations for customer management had to be developed and implemented, and the entire staff needed to be introduced to the new corporate culture
- Development and implementation of a professional lead management system on visitor and purchasing behavior as part of a sustainable customer journey

One of Many Implemented Management Solutions:

- Creation of an internal, digital CAMFIL FILTER CITY
- Creation and implementation of a digital, interactive CAMFIL EXPERIENCE CENTER



The Result:

- The digital city showcased a fictional, exemplary city of all possible product applications with twelve exemplary buildings:
 - Hospital with:
 - Surgery
 - Intensive Care Unit
 - Pharmacy
 - Pathology
 - Cafeteria
 - Coffee Shop
 - Reception
 - Research
 - Analysis
 - Pharmacy
 - Renewable energy sources in the form of solar and windmills
 - Harbor with corrosion protection for ships, turbines, and bearings
 - Manufacturing factory
 - Logistics center
 - Oil platforms
 - Cleanroom productions and labs (e.g., batteries, chemicals, pharmacy, in vitro fertilization)
 - Waste holdings and incineration
 - Milk powder production
 - Paper mills
 - Food processing (Molecular applications)

- Das Camfil Experience Center interaktiv zeigt eine moderne und digitale Customer Journey durch sieben Touchpoints.
- An jedem Touchpoint können Besucher interaktiv allgemeine und auch produkt-spezifische Kenntnisse über Luftfiltration in ca. 20 Minuten erlangen.
- Schließlich, als eigenes Touchpoint, ermöglicht die CAMFIL FILTER CITY konkrete Akquisitionsgespräche, die das gesamte Firmenwissen über Luftfilteranwendungen umfassen.
- Das Ziel war es, Messen und Ausstellungen als zukünftige Medien durch eine ein-tägige Erfahrungsjournee an der Location, unterteilt in drei Stationen, zu ersetzen:
 - Camfil Experience Center
 - Produktion Journey
 - Lab und Produkttests als experimentelle Journey



Target groups:

- Non-customers for new customer acquisition
- Existing customers for cross- and up-selling and loyalty
- Former Customers

- Employer Branding:
 - Onboarding of existing and new employees, including 'Blue-Collar-Workers'
 - Apprentice exchange, Girls Day for new employees
 - Possibility of renting as a meeting room for corporate events, kindergartens, schools, graduation classes
 - Medical (for sterilization, cleanroom, pandemic and epidemic control) and scientific conferences for Clean Air
 - Stakeholders such as associations, committees, lobbyists, and politicians

Conclusion:

- The digital visitor can embark on a vertical discovery journey with a click of the mouse, visit a department in a building, and view all possible air filter applications
- Further vertical analyses reveal the products in detail and disclose all technical features, but also additional product benefits and customer benefits
- Moreover, the digital visitor can view all certificates, digital product and data sheets and animation videos
- Significant increase in new customer acquisition and expansion of customer loyalty
- Focused branding and embodying all defined brand values with customers and within the company
- Significant expansion of global market leadership
- Successful transformation in sales, marketing, and product development
- Awarded German Brand Award 2017
- Awarded TOP100 Innovator Germany 2018



In Numbers:

- Within one year, more than 1.400 Visitors were registered at the site
- Investment budget: seven figures

Time frame for the creative, digital and physical architecture: 18 Months