GIANT INTERNATIONAL LTD CASE STUDY

Giant International Ltd is an independent, creative design and marketing agency specialising in exhibitions and events. Its services include exhibition stand design and build; event design and production; creative design and associated marketing.

Giant was a Finalist in the ‘International Business of the Year’ category of the Gatwick Diamond Business Awards 2014.

The company boasts an impressive international reach with clients in Belgium, France, Netherlands, Denmark, Sweden, Norway, Germany, Italy, Austria, Czech Republic, Poland, Hungary, Russia, Kazakhstan, Bulgaria, Turkey, Israel, Saudi Arabia, Abu Dhabi, Dubai, India, China, Taiwan, Singapore, Hong Kong, Macau, Peru, Chile and Brazil.

Tony Cozzi, Managing Director at Giant International, outlines the global outlook: “Since our inception, we have worked internationally - our name is Giant ‘International’ - it’s the major part of our corporate DNA. International is an attitude of mind. It has been engrained into the Giant psyche. We look for international clients and international work prior to looking for work in the UK and locally. We relish working with UK-based companies that wish to promote themselves overseas because we know what we are doing and how to do it well but, most importantly, we obtain for our clients great brand awareness and help increase their sales. 80% of our turnover originates from abroad.”

To increase turnover, Giant targets specific events and exhibitions where it has an existing expertise and presence. “For example, Giant are well known in several markets: casinos and online gaming, nuclear and renewables, to name but two,” adds Tony. “Giant recently increased its budget to attract international clients. In 2012-13, approximately 25% of our turnover went into generating increased business from abroad.”

Tony expands on Giant’s framework for working across Europe. “Giant recently closed its office in central Paris. However, we still have an affiliation with companies in France, to provide sales and services. Our Spanish operation is somewhat different - we have an affiliate in Barcelona to assist us with working at the Mobile World Congress and our affiliate in Marbella specialises in the Online Casino market, generating work worldwide,” says Tony, happy with the results from working with partner agencies. “This process is working for Giant and we are looking at other companies to act as agents and affiliates throughout other areas in Europe.”

In the US, Giant runs project management from the UK, but partners with local businesses for labour and some production support. “We’ve established partnerships with a substantial exhibition house in Las Vegas and Chicago and additional affiliates in Los Angeles, Washington DC and New York, who can supply localised labour and some production, although the project management is run by us from the UK, as are the more detailed components of the exhibition stands,” explains Tony. “We’ve done this for two reasons. Firstly, the environment we work in is heavily unionised and we cannot work onsite without union accreditation and, secondly, one of our larger markets, the casino and online gaming..."
industry, is just about to be revolutionised with new legislation in North America and we wish to be there as this opportunity breaks.”

Giant has benefited from international reach through word-of-mouth recommendations and customer testimonials, as Tony explains. “We recently worked on a joint project with our partner in the US, providing one of their clients, Makerbot, with a stand in London and Paris at the up and coming 3D printing show. This was such a success for the New York based client that they intend to use us for future shows. The organisers of the show also liked our approach and is now recommending Giant to its clients.”

Building Giant’s international network has paid off, says Tony. “The main evidence is the increase in turnover by 65% over two years. We have obtained growth through the development and diversity of new products and working methods and a constant study of our market to make changes rapidly where necessary. This year, we are making a concerted effort to push our home area to generate further business. We believe the information and experience we have, particularly when working with clients abroad, can be a massive added bonus to any company.”

Rosemary French, Executive Director of the Gatwick Diamond, says: “Giant International is a great example of a Gatwick Diamond-based business exporting British design excellence, marketing expertise and project management around the world. The company’s success and international growth is a testament to its positive customer feedback and word-of-mouth marketing.”

For more information, visit www.giantinter.com

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