



Client: Major Pharmaceutical Company  
 Event: American College of Gastroenterology  
 Year: 2017 | Offering: Artisan Slider

# Helping a Pharma Leader Draw Attention

## THE CHALLENGE

One of the largest pharmaceutical companies in North America came to Crêpes à Latte with a request for the ACG convention: could our team develop a service offering that met the *dietary needs of patients* who have been prescribed with their digestive medication?

## THE SOLUTION

In collaboration with the client's convention marketing team, Crêpes à Latte created an artisan slider that *delivered the ideal macronutrient balance of carbohydrates, protein and fats* to match those dietary needs. The slider, prepared in-booth by Crêpes à Latte's hospitality specialists, aligned with the company's marketing campaign.

## THE RESULT

This hospitality experience drove over 1,000 attendees to the booth. Our team took special care to moderate the attendee experience, which drew attention and created a line that wrapped around the booth. Crêpes à Latte also collaborated with the client to create a unique health care provider (HCP) survey that *helped collect data and drive sales rep engagement with visitors*.

20%+  
 OF ATTENDEES  
 REACHED

1 SERVING  
 PER MINUTE