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GRA111 – Field Expo Report

Photography plays a big role in society since it is used everyday and everywhere for advertisements. The Photo Expo this year was held in the Jacob Javits Convention Center. The expo lasted for 3 days and consisted of over 200 photography related companies from large, internationally known companies, to new, small startup companies. The three main booths guarding the entrance were Canon USA, Sony Electronics and Nikon Inc.. These three companies had many products displayed, models for consumers to test the products on, photography pieces, speakers, giveaways and loads of salespeople in their area to ensure people that have interest in any item will have the correct knowledge in their products.

One of the companies that caught many people's attention was Nikon Inc.. This Japanese company produces all different types of cameras, lenses, and electronics worldwide, keeping its ranking at 8th place for the World's Largest Consumer Electronics Company in 2010. Based on the Fiscal and Strategic Analysis by GlobalData, their net income for the 2011 fiscal year and 2012 fiscal year has doubled. Nikon has continued to fulfill consumers' wishes by providing that they do best in. With such a big companies (over 20,000 employees) and so many competitors, Nikon needs to have a well planned strategy to keep up with the game and stay on top of the leader board.

Nikon competitiveness allows them to produce even better products that ensures steady growth of their revenues and thus, increases their performance over time. Nikon looks to expand their research and development activities to improve the performance of their current products and also develop new and better products in this fast-paced world. During the expo Nikon invited many professional photographers to be speakers to explain their story with a Nikon product. One

of the many speakers was Sandro Miller. Using the newly established D800 Nikon DSLR, he shot a short film named *Joyride*. This short film captured many people attention with the quality of lighting and the use of the built-in microphone system. With strengths always come weaknesses; Nikon has reported a decline in market share for digital camera products. Since 2007, Nikon's market share dropped 2%, along with another of its competitors (Canon), to Sony, which is the second largest digital camera manufacturer in the world. Being on the market since 1917, Nikon has built stepping stones for consumers to their photography careers and created a fan base. With that, Nikon would continue to look at their strengths to provide better products in the future.

Another very interesting company that caught many people's attention was Moo.com. Moo.com is a online business card printing business that provides business cards with tons of great, ready to use, designs. Since Moo.com is a small company, it only took up space of 2 booths on the inner side of the expo, unlike Nikon. Launched in 2006, Moo.com has spread its fame into over 180 countries and providing consumers with different sense of ideas for designs. During the expo Moo.com's booth was bright and energetic with square insets to the back area. This cause lots of attention from people walking past the booth. Even though it was small, they had sample business cards laid out on the table in different sizes, colors, designs and a brand ambassador there to explain any questions about their products. From rounded corners to half-sized business cards, to luxe ultra thick business cards to just the traditional business cards, Moo.com offers a variety of business cards to fit many people.

The Photo Expo this year at the Jacob Javits Conventional Center really exceeded many people expectations, creating a deeper sense of knowledge for people with a little familiarity to people that uses photography as a professional. The Photo Expo helps these companies show off

what they have to offer and what other option is available to these potential customers. Overall this expo was nothing but one of the most successful advertising strategies these companies has accomplished.

Photos from the Photo Expo:

- Nikon's new ultra small digital camera



- One of many Nikon actors. This one was hired to impersonate a crazy scientist.



- Speakers describing their experiences with the D800 DSLR.



- Moo.com's layout at the Photo Expo.



- Brand Ambassadors explaining their products to customers.



- The display of various business cards available online on their website.

