

universal polymers corporation (UPC)

OPPORTUNITY

As a national manufacturer of spray polyurethane foam systems, UPC sought to make a strong impact at the 2025 Spray Polyurethane Foam Alliance (SPFA) Convention & Expo — a key event in their industry calendar. With ambitious goals to boost brand visibility, engage booth traffic, capitalize on their Gold sponsorship and build post-event momentum, UPC needed a strategic partner to deliver a comprehensive campaign that extended beyond the trade show floor.

Kinetic developed and executed a full-funnel marketing campaign spanning pre-event buzz, immersive on-site presence and strategic post-show follow-up. The campaign combined creative branding, digital marketing, paid media, experiential design and sales enablement tools into a seamless, multi-touchpoint experience.

CAMPAIGN COMPONENTS

1. Event Landing Page Design and Web Updates

- A dedicated [HubSpot landing page](#) collected contacts and guided attendees to the booth, while reinforcing UPC's value proposition.
- A custom homepage banner and an SPFA-focused blog post provided SEO and storytelling value while aligning with campaign messaging.

2. Email Marketing and Organic Social

- Two segmented email blasts to 2024 trade show attendees promoting UPC's SPFA booth, a giveaway opportunity and an exclusive customer event.
- Organic Facebook, Instagram and LinkedIn posts teased tradeshow attendance and generated excitement among UPC's engaged social community.



3. Paid Social Media Campaign

- Targeted ads ran across Facebook and Instagram, using detailed copy variations, dynamic headlines and bold CTAs.
- Custom audiences included insulation pros and prior show attendees. Geofencing was implemented to target users at the SPFA event in Florida. Retargeting audiences were built to continue engaging with attendees after the show.

4. On-Site Branding and Experience

— Print Collateral

A set of branded one-sheets was reviewed and updated for SPFA to represent the full range of products and services UPC offers.

— Updated Tent Design

A branded tent provided a standout visual footprint at SPFA, drawing attendees with eye-catching creative concepts and thoughtful layout options.

— Welcome Event Signage

Kinetic produced sleek banner-ups and branded signage for UPC's exclusive customer appreciation event.

— Giveaway Coordination

Signage promoted a premium giveaway. A QR-based entry form allowed for efficient contact collection and random winner selection.

— Video Asset

A short promotional video was created to loop at the booth and online, delivering a succinct brand story and SPFA message.

5. Post-Event Nurture

— Email Follow-Up

A third email blast was sent to badge scans and giveaway participants, thanking them for connecting and encouraging continued conversations.

— Retargeting Ads

A paid media retargeting campaign ran through April 2025, re-engaging SPFA attendees with messaging focused on product benefits and sales conversations.

RESULTS

Through a strategically integrated campaign, Kinetic helped UPC elevate its SPFA 2025 presence into a full-scale lead generation and brand awareness opportunity. This multifaceted approach ensured UPC didn't just show up to SPFA — they stood out.

Lead Capture:

Dozens of new contacts were gathered via the landing page and in-booth activation.

Brand Visibility:

UPC's media campaign delivered 258,317 impressions and 5,076 website clicks, with a clickthrough rate of 1.97%, nearly 3x the industry benchmark of 0.71%, and a cost-per-click of just \$0.30 compared to the benchmark of \$2.14. A pre-show email campaign reengaged past trade show attendees with a 25% open rate and an impressive 9.24% CTR. As a Gold Sponsor, UPC stood out among competitors with a unified, elevated brand presence and professional booth experience at the show.

Lead Capture:

Kinetic supported post-show lead segmentation in HubSpot, enabling UPC's sales team to efficiently manage hundreds of leads from event attendees. The digital campaign successfully extended engagement beyond the show, capturing dozens of additional leads in the weeks that followed.

Ongoing Engagement

The retargeting campaign and post-show email blast laid the foundation for ongoing sales conversations, keeping UPC top-of-mind with potential buyers.

SERVICES PROVIDED

- Strategic campaign planning and project management
- Email campaign development and hubspot execution
- Paid social copywriting, design and management
- Website content updates and landing page development
- Experiential and event branding (tent, apparel, signage)
- Sales enablement collateral and print coordination
- Analytics dashboard and reporting

WHY IT WORKED

This campaign was successful because it wasn't just a collection of tactics. It was a strategically integrated marketing campaign, executed with consistency, creativity and precision. By partnering with a full-service marketing agency like Kinetic, UPC was able to:

- Unify its brand presence across digital and physical touchpoints
- Maximize return on event investment
- Leave a lasting impression with new and existing customers

