

# ENVGO

## Global Event & Brand Activation

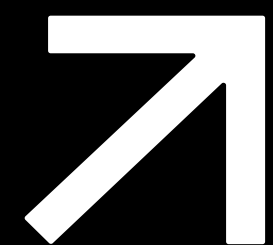
Helping ENVGO establish a powerful presence across the marine industry's leading events during a pivotal stage of their growth.



 **ENVGO**

N7.I

Outsmart ordinary.

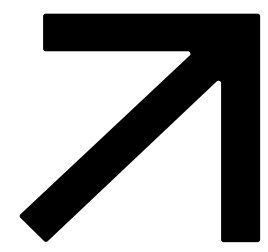


## Client

**ENVGO** develops the technology platform behind the next generation of high-performance, intelligent, zero-emissions boats. As the marine sector accelerates toward cleaner, smarter, and more efficient mobility, ENVGO is emerging as one of the leading companies shaping the future of how people and goods move on water.

With their flagship platform, the NV1, ENVGO is entering a critical phase of product and business development. At this moment, global industry events play a major role in strengthening market visibility, introducing their technology to the world, and building momentum with OEMs, builders, partners, and investors.





# Challenge

Marine tradeshow are some of the most complex environments for brand storytelling. They bring together decision-makers from across the industry such as boat builders, regulators, commercial operators, investors, and innovators, all looking for credible partners who can push the industry forward. For ENVGO, these events were not just moments of visibility, but **strategic milestones**.

As a fast-growing technology company entering a new phase of commercial and product development, each event needed to do more than generate awareness. It had to clearly position ENVGO as a serious, future-ready technology partner.

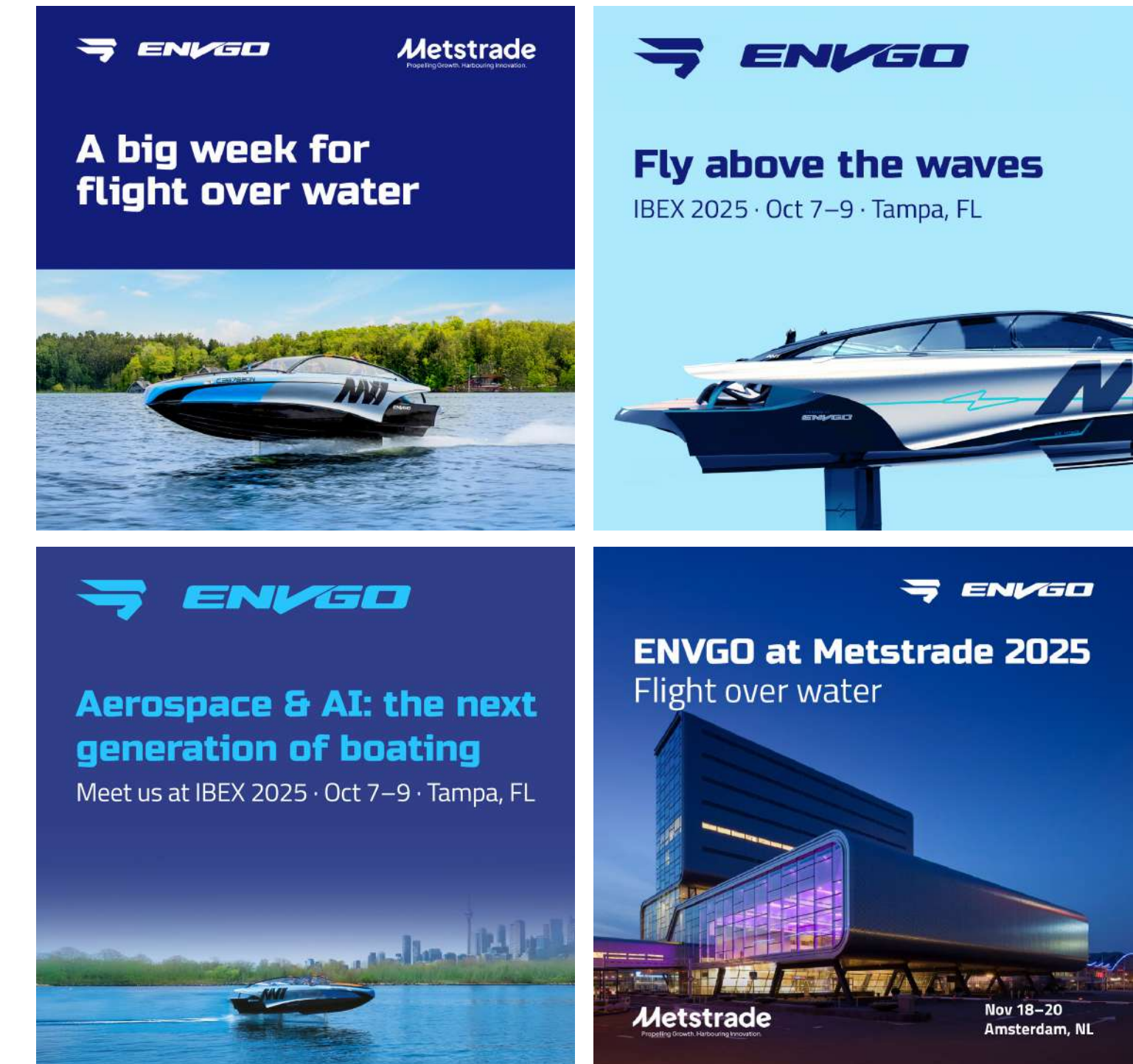
As a technology partner to OEMs, not a competitor, ENVGO needed its event story to clearly communicate the value of its platform approach. Misaligned or fragmented messaging would risk confusion in a market where trust, clarity, and technical credibility are essential.

At this crucial moment, ENVGO faced several interconnected challenges:

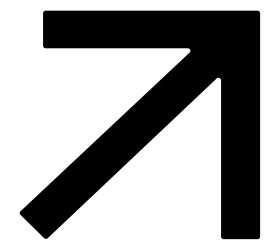
- They needed to introduce the NVI platform with clarity and confidence, ensuring audiences immediately understood what ENVGO does and where it fits in the ecosystem.
- Their visual identity and messaging had to reflect a premium, future-ready brand that matched the ambition of their technology.
- Every asset required perfect alignment across channels, from social media to landing pages to wall panels and onsite materials.

Their story needed to resonate with a broad, international audience while remaining rooted in technical credibility and real-world application.

At the same time, ENVGO was ramping up event participation across multiple shows in quick succession. This increased the risk of inconsistency and dilution, making a **coherent event strategy** essential to ensure continuity, efficiency, and long-term brand impact.



ENVGO needed a partner that understood technology, mobility, and complex innovation storytelling, and could translate that into a seamless, scalable event experience.



## Our approach

Nexxt Industry partnered closely with ENVGO to create a full event communication and design ecosystem that amplified their presence across each show.

### Clear, unified messaging

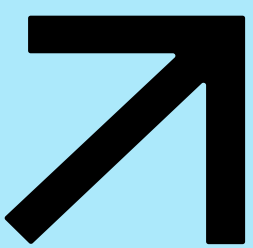
We developed the event narratives and platform descriptions used consistently across all channels. This included full copywriting for event promotion and communication campaigns, streamlined messaging tailored to specific event audiences, and careful alignment across social media, website updates, and investor-focused communication to ensure a clear and cohesive story at every touchpoint.

### Premium design for global events

Our design team created a cohesive visual identity specifically for ENVGO's event presence. This covered wall panel and booth designs, event flyers and printable materials, brand-aligned landing pages for lead capture, and social and web visuals fully aligned with the ENVGO identity. Every asset was engineered to make ENVGO's story instantly recognisable and technically credible, regardless of the channel or event context.

### Consistent cross-channel rollout

We ensured every touchpoint, from pre-event announcements to onsite materials to post-event summaries, followed the same structured, compelling narrative. This helped ENVGO present one unified message across multiple events and channels during a highly dynamic period. Through this approach, ENVGO was able to show up not simply as another exhibitor, but as an emerging industry leader.



# Outcome and ongoing success

Nexxt Industry’s work helped ENVGO maximise the impact of their event participation during a defining stage of their growth. By approaching events as part of a broader communication strategy rather than standalone moments, ENVGO was able to build recognition, credibility, and momentum across the industry. This resulted in:

- A professional, polished event presence that strengthened credibility with OEMs, builders, and partners
- A unified brand story that positioned ENVGO as a future-ready innovator in autonomous and electric marine mobility
- Stronger, more focused event engagement, driving meaningful conversations with channel partners, investors, and prospective adopters
- A scalable event communication framework that ENVGO now uses across upcoming shows and commercial discussions

The results from LinkedIn paid campaigns reinforced the value of this approach. Consistent exposure around key event moments ensured ENVGO’s messaging stayed visible without oversaturation, while performance insights helped refine messaging and creative direction for future activations.

Together, the campaigns delivered valuable insights that now inform ENVGO’s ongoing event strategy:

- Consistent exposure across key event moments strengthened brand recognition, with controlled frequency ensuring ENVGO remained visible without overwhelming a niche B2B audience.
- Engagement varied depending on message focus and event timing, highlighting which narratives resonate most strongly in an event-driven environment.
- Clear, technology-led communication consistently performed best, reinforcing the importance of concise, credible messaging in complex B2B industries.
- Paid media proved most effective when integrated into a broader event communication framework, supporting a unified brand narrative before, during, and after each show.

These insights provide a clear foundation for scaling ENVGO’s event-focused brand visibility strategy across future industry moments.



FLY ABOVE



**This isn't *just* a boat.  
Silent. Smooth. Electric.**

The ENVGO NV1 lets you rise above the water and leave the noise behind. No wake. No drag. Just the sensation of flying. Silent. Smooth. Electric. Built with aerospace precision and guided by intelligent control, every ride feels like a reward. A moment that's fully yours. After a long week, you don't just unwind. You take the helm and take off. Lead the way as the CEO of your lake.

Proudly developed and built in Canada, the limited Founders Edition NV1 delivers zero-emission performance and next-generation design for the lakes you love.

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