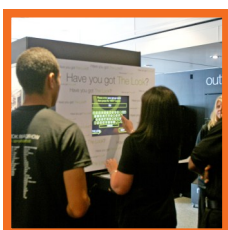




TAKE
YOUR
MESSAGE

DIRECT
TO YOUR
EMPLOYEES



AT A GLANCE

Tour
M&S 'The Look' Roadshow

Dates
July - October 2006

Locations
34 M&S retail stores

Vehicle
Voyager 2

- Results**
- 56m² space contained a variety of hands-on activities for staff to participate in
 - EMS fully fitted-out the mobile display unit that visited 34 stores - reaching 3,500 M&S staff
 - Examples of the 'perfect shop window' were exhibited inside the touring unit

THE STORY

The brief
Marks & Spencer required a staff training roadshow for the retailer's store remodelling programme, entitled, 'The Look'. The roadshow vehicle needed to motivate and inspire staff members to maximise the visual and commercial potential of their remodelled store.

In their own words
"With our stores undergoing a lot of change, having EMS' mobile unit enabled us to give staff a look at the 'new world' they would be working in once the remodelling was completed. The short, sharp and interactive nature of the EMS roadshow experience went down very well with our store staff and the result was incredibly motivational and upbeat."

Brendan Davey - Store Visual Manager, Marks & Spencer

- Delivering the campaign**
- EMS installed all interior and exterior graphics on the vehicle
 - A full scale project management service was supplied by EMS including site surveys, event management, budgeting and reporting



ONE TO ONE, TO THE WORLD