



TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
CUSTOMERS



AT A GLANCE

Tour
Infinera Express Roadshow

Dates
2009 - 2012

Locations
Europe

Vehicle
Pioneer

- Results**
- The roadshow has become a resounding success and after only 12 months on tour became self-liquidating
 - Since its launch the visitor experience has been enhanced with additional Infinera technology being displayed
 - The introduction of the mobile unit helped the EMEA become the best performing territory in 2009

THE STORY

The brief
To deliver a mobile marketing campaign to raise the telecommunications giant's profile and build on US success by creating a mobile showroom to deliver One to one product demonstrations. Infinera wanted to increase client contact by visiting the headquarters of major telecoms carriers.

In their own words
"This vehicle is a multi-million dollar calling card for us, it's a great way to have a one-to-one interaction with our customers."
Leigh Wade - Director of Technical Marketing, Infinera

- Delivering the campaign**
- EMS managed the fit out and graphics for the 13.6m exhibition trailer
 - The Pioneer mobile display unit provides over 23m² of internal space for product demonstrations and meetings
 - The intensive European schedule is managed by EMS and includes border control passing and all site bookings
 - An experienced EMS Unit Manager handles the movement of the vehicle and is responsible for the upkeep and preparation of the unit for all events



ONE TO ONE, TO THE WORLD