



TAKE
YOUR
MESSAGE

DIRECT
TO YOUR
EMPLOYEES



AT A GLANCE

Tour
DHL 'First Choice' Roadshow

Dates
2007 - 2009

Locations
Russia, Middle East and the Balkans

Vehicle
Graduate

- Results**
- The roadshow delivered a communication message in 12 countries (Ukraine, Macedonia, Albania, Serbia, Bosnia, Croatia, Russia, Abu Dhabi, Bahrain, Dubai, Qatar and Kuwait)
 - It successfully delivered a consistent multi-lingual internal comms message to 35,000 employees
 - The fit out of the stunning 13.6m vehicle was achieved in 8 weeks

THE STORY

The brief
The objective was to expose DHL's new First Choice initiative to the workforce within the emerging world and inspire employees to absorb the philosophy, feel more included in the future of the business and implement what they learn in their everyday working lives.

Our Response
EMS worked alongside DHL's agency to create and deliver a major 2-year training and communications campaign. EMS managed the bespoke fit out of the vehicle that was specifically designed to deliver a fully immersive and interactive experience housed within a 70m² exhibition vehicle.

- Delivering the campaign**
- Bespoke multi-language technology including sensor activated 2m wall screens and interactive touch screens were installed to enhance the roadshow and tailor the experience for each country
 - For 2-years EMS supplied two full time experienced Unit Managers to handle the complex logistics programme
 - EMS managed the support vehicle that accompanied the roadshow and handled all servicing for both vehicles whilst out on location - including applying new external graphics to break through language barriers



ONE TO ONE, TO THE WORLD