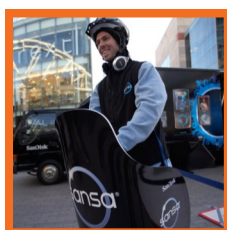
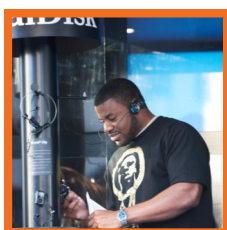
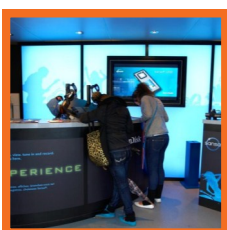




TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
CUSTOMERS



AT A GLANCE

Tour

'Sandisk Experience' Roadshow

Dates

December 2007

Locations

12 Major cities across the UK and France

Vehicle

Outlook I

Results

- A total of 11,415 consumers were engaged during the three-week campaign
- An average of 567 people per day were engaged, with an average of 351 product demonstrations given.
- The average attendance per venue was 445 people

THE STORY

The brief

Working with marketing communications agency FK3, EMS was required to project manage a high-profile live marketing campaign to showcase the latest range of MP3 players from electronics giant SanDisk. Key objectives for the roadshow were to raise awareness of the Sansa-branded products and to maximise opportunities for hands-on consumer trial.

In their own words

"This was an intensive campaign that encouraged thousands of consumers to get hands-on with these flagship products. We were impressed with the results achieved."

Wojtek Rudko - Product Marketing Manager, Sandisk Europe

Delivering the campaign

- EMS supervised the design and fit-out of the stunning 9m mobile exhibition unit and the static display stand
- UK and French venues were carefully researched to ensure maximum footfall in the busy pre-Christmas period and proximity to key retailers
- EMS co-ordinated every detail of the tour, including supplying experienced managers and promotional staff for the indoor and outdoor campaigns



ONE TO ONE, TO THE WORLD