

## Case Study

# Sansa tour tunes in 11,415 young consumers



### 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.

### Our Response

A twin-pronged outdoor and indoor campaign was devised. The outdoor campaign was led by a striking mobile exhibition unit and used live music and break dancers to create a consumer experience attuned to the young and energetic Sansa brand positioning. Running in tandem, a static display stand and promotional staff toured major UK shopping centres.

### Delivering the Campaign

- EMS supervised the design and fit-out of the stunning 9 metre 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.

### Testimonial

"We are very pleased with the mobile unit, which is already creating great interest. We have had extremely positive feedback from the UK leg of the tour and we are looking forward to our debut in France."

Paul Micallef, Partner at FK3.

"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, SanDisk Europe, Product Marketing Manager

### At a glance...

#### Tour

Sansa Experience Tour

#### Client

Agency—FK3  
Client—SanDisk

#### Vehicle

9m Vehicle

#### Dates

December 2007

#### Locations

12 Major cities across the UK and France

### 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