

Case Study

International communication campaign goes mobile to reach workforce



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 a major internal 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 13.6m 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 that visited Russia, the Middle East and the Balkans
- 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
- Over 35,000 DHL employees worldwide experienced the roadshow and were fully immersed in the interactive mobile experience

At a glance...

Campaign

First Choice Roadshow

Client

DHL

Vehicle

Graduate

Dates

2007 - 2009

Locations

Russia, Middle East and the Balkans

Results

- The roadshow delivered a communication message in 12 countries (Ukraine, Macedonia, Albania, Serbia, Bosnia, Croatia, Russia, Abu Dhabi, Bahrain, Dubai, Qatar and Kuwait)
- The DHL roadshow successfully delivered a consistent multi-lingual internal comms message to 35,000 employees
- The fit out of the stunning 40ft vehicle was achieved in 8 weeks

Targeted experiences, impeccably delivered