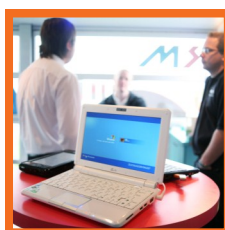
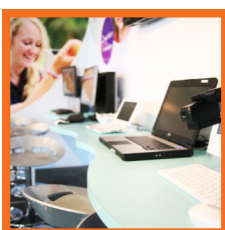




TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
CUSTOMERS



AT A GLANCE

Tour
RM Roadshow

Dates
February - March 2008

Locations
24 schools and colleges in England and Wales

Vehicle
Pathfinder

- Results**
- Roadshow generated £2,391,600 sales leads on a campaign budget of less than £50,000
 - The average number of sales leads generated per event was £95,664 - 267% increase on 2007 fixed venue tour
 - 546 prospects experienced the technology displays
 - Pre-invitation ensured all prospects were high calibre, targeted individuals; visitors commented positively on the quality of the experience delivered

THE STORY

The brief
Education ICT company RM wanted to extend its 2008 marketing programme by including a roadshow to deliver face to face contact with key customers. The company recognised that many schools and colleges were unable to visit these due to the time and distances involved.

In their own words
"Taking our product demonstrations on the road was a first for us - and one that achieved incredible results that completely exceeded our expectations. EMS supported us logistically and managed the tour brilliantly adding to the success of the project."
Kerry Helby - Marketing Executive, RM

- Delivering the campaign**
- EMS supervised the design and fit-out of the eye-catching 11m exhibition vehicle
 - EMS handled all logistics and schools liaison and provided an experienced unit manager to travel with the vehicle throughout the tour
 - A vehicle using air-ride suspension was chosen to ensure the sensitive on-board technology arrived in perfect working order



ONE TO ONE, TO THE WORLD