

Case Study

Delivering a unique brand experience to 3,500 M&S staff



The Brief

Marks & Spencer required a staff training roadshow for the retailer's store remodelling programme, entitled, "The Look." The roadshow vehicle needed to motivate and inspire M&S staff members to maximise the visual and commercial potential of their remodelled store.

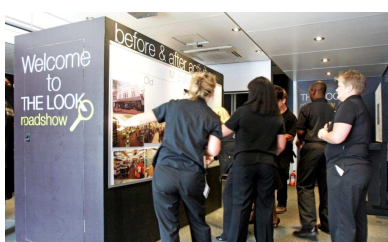
Our Response

EMS employed its 13.6m Voyager 2 display vehicle for the roadshow, offering 60m² of space and containing a variety of "hands-on" activities, including scale models of clothing merchandisers, "before and after" store refurbishment images, an example of the "perfect shop window" and touch-screen quizzes. Facilitators guided small groups of M&S staff around the exercises during the 30-minute training sessions.



Delivering the Campaign

- EMS installed all interior and exterior graphics on the vehicle
- A full scale project management service was supplied by EMS including site surveys, event management, budgeting and reporting



Testimonial

"With our stores undergoing a lot of change, having EMS' mobile unit enabled us to give staff a look at the 'new world' they'd be working in once the remodelling was completed. The short, sharp and interactive nature of the EMS roadshow experience went down very well with our store staff and the result was incredibly motivational and upbeat."

Brendan Davey, Development Store Visual Manager, Marks & Spencer.

At a glance...

Tour

M&S "The Look" Roadshow

Client

Marks & Spencer

Dates

July - October 2006

Locations

34 M&S retail stores

Vehicles

13.6m Voyager 2

Results

- EMS' fully fitted-out mobile display unit visited the car parks of 34 stores
- During the tour, EMS helped M&S to provide training for almost 3,500 store staff

Targeted experiences, impeccably delivered