

Case Study

Award-winning roadshow tests 6,741 people for diabetes



The Brief

Measure Up is an annual campaign by Diabetes UK to raise awareness of Type 2 diabetes among the undiagnosed population. EMS was required to manage the face-to-face element of the campaign, using roadshow activity to deliver high visibility and to increase testing among those at risk.

Our Response

EMS created an eye-catching mobile information centre in the charity's striking magenta colours. The welcoming interior was designed to offer space for visitors to read information and speak to the health professionals on board, as well as private rooms where pharmacists offered on-the-spot blood glucose testing.

Delivering the Campaign

- EMS supervised the design and fit-out of the distinctive, 10.5 exhibition vehicle
- EMS researched all venues to ensure a strong match with the target audience
- A real-time data capture solution was provided for 2007, to increase data collection in support of ongoing communication by the charity

Testimonial

"EMS have produced fantastic results for us, delivering an eye-catching roadshow for our awareness-raising campaign. Their professionalism and attention to detail mean we can be sure the project is in very safe hands."

Ben Holdstock, Senior Roadshow Organiser, Diabetes UK

At a glance...

Tour

Measure-Up Roadshow

Client

Diabetes UK

Dates

August - November 2007

Locations

21 UK city centres in 2007

Vehicles

10.5m Enterprise

Results

- 6741 visitors/people tested in 2007
- At least one visitor from each location had been directed to Accident & Emergency after receiving shockingly high blood glucose readings
- Average attendance was 381 visitors per day
- The Measure Up roadshow has won three national marketing awards

Targeted experiences, impeccably delivered