

Case Study

Schools roadshow scores top marks for RM



Testimonial

"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, RM Marketing Executive

"It's terrific you can bring this equipment all the way out here"
RM customer

The Brief

Education ICT company RM wanted to extend its 2008 marketing programme by including, for the first time, a roadshow to deliver face-to-face contact with key customers - wherever they were. A regular exhibitor at education trade shows, the company recognised that many schools and colleges were unable to visit these due to the time and distances involved.

Key Objectives

- Showcase RM's latest hardware and software products
- Increase brand awareness
- Strengthen customer relationships
- Drive enquiries and generate sales

Our Response

EMS created a colourful, hi-tech mobile exhibition unit that provided the perfect environment for teachers, parents and children to experience RM's latest products hands-on. The unit included interactive displays of PCs, laptops and tablet devices, with product information delivered via a 42" plasma screen, graphic panels and literature. RM staff were on hand to provide product demonstrations and answer queries.

Delivering the Campaign

- EMS supervised the design and fit-out of the eye-catching, 11 metre exhibition vehicle
- By utilising an EMS hire vehicle for this campaign, RM were able to execute more cost effectively and within a shorter time frame
- 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



At a glance...

Tour

RM and Intel® roadshow

Client

RM

Vehicle

11m Vehicle

Dates

February and March 2008

Locations

24 schools and colleges in England and Wales, plus one education exhibition

Results

- The RM 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 - a 267% increase on the 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

Targeted experiences, impeccably delivered