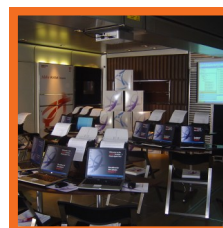
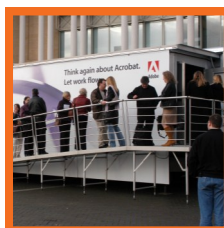
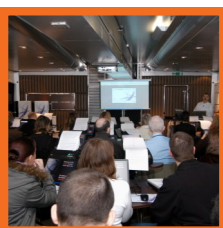




TAKE  
YOUR  
PRODUCTS

DIRECT  
TO YOUR  
CUSTOMERS



## AT A GLANCE

**Tour**  
Adobe 'Think Again' Tour

**Dates**  
January - March 2005

**Locations**  
Sites in Belgium and Netherlands

**Vehicle**  
Graduate

- Results**
- Pre-booked training sessions were over-subscribed by 10%
  - 2,574 delegates attended 41 training sessions
  - 88% of all attendees left looking to recommend Adobe Acrobat 7.0 to their business
  - The Adobe vehicle won the "Best Vendor" award at Computer 2000

## THE STORY

**The brief**  
To deliver a ground-breaking Northern European launch programme for Adobe Acrobat 7.0. A highly interactive experience was required, to attract key decision makers within large businesses. The campaign needed to give visitors hands-on knowledge in a classroom environment.

**In their own words**  
"EMS has played an integral role in the successful Adobe 7.0 product launch. The accessibility of the mobile display vehicle has really given visitors the opportunity to learn about the software using a hands-on approach."  
**Mark Wheeler - European Group Marketing Manager, Adobe**

- Delivering the campaign**
- EMS sourced the most suitable locations to reach the target audience and space to site the vehicle
  - EMS used the striking design of the packaging developed for Adobe Acrobat 7.0 as the basis for the vehicle graphics ensuring people could make a direct link to the product
  - A mobile classroom environment was created in a 13.6m mobile vehicle



ONE TO ONE, TO THE WORLD