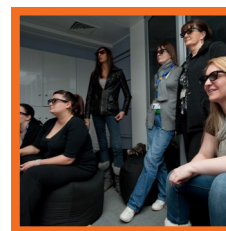




TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
EMPLOYEES



AT A GLANCE

Tour

Sky 'Believe in Better' Roadshow

Dates

January - March 2010

Locations

25 Sky sites across England, Wales and Scotland

Vehicle

Challenger 1 and 2

Results

- The Challenger vehicles delivered 396 shows over 33 days
- Over 10,000 Sky people were engaged with, overall attendance was 68%, an improvement on previous year's 57%
- Staff feedback was extremely positive after experiencing the vehicle and the presentation

THE STORY

The brief

Ensure all front line Sky people understand the importance of Sky+HD to the business and to show them the amazing quality you get with HD. Also to communicate upcoming products and services Sky are launching in the near future.

In their own words

"EMS helped us to create a truly immersive experience that allowed Sky people to feel for themselves the power of HD, first-hand. Using a mobile solution also helped us to maximise the number of people we could reach - by taking the experience directly to them and organising the schedule around their working day."

Shenan Morgan - Account Director, Avvio (agency for Sky)

Delivering the campaign

- Working alongside Avvio, EMS used their technical experience to deliver two bespoke mobile environments that would fully immerse Sky staff in their comms message
- EMS oversaw a complex fit out designed by Avvio and came up with solutions on how to equip the units to maximise the experience
- Zones were created internally and revealed at strategic points within the interactive presentation using lighting



ONE TO ONE, TO THE WORLD