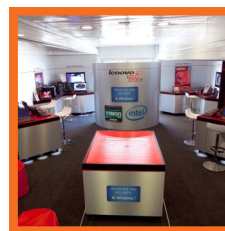
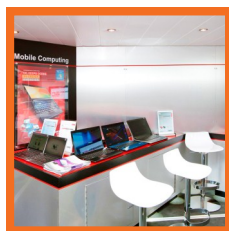
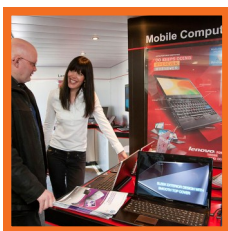




TAKE  
YOUR  
PRODUCTS

DIRECT  
TO YOUR  
CUSTOMERS



## AT A GLANCE

### Tour

Lenovo Pan-European Roadshow

### Dates

April - June 2011

### Locations

45 stops in nine Western European countries

### Vehicle

Voyager 3

### Results

- 45 stops in Denmark, Norway, Sweden, Germany, France, Spain, Netherlands, Belgium and the UK
- Bespoke exhibition environment with integral presentation area
- Targeted decision makers in higher education and key corporate customers

## THE STORY

### The brief

Produce an appealing and welcoming event space in which they could host customer meetings around Europe in order to facilitate the communication of their brand effectively and directly. To enable successful showcasing of their product portfolio range, to provide a tangible experience, enabling clients to engage and understand the company and their products.

### In their own words

“It was the first time we reached our European customers in this way; and because the budget was shared between multiple territories it was a very efficient way to develop new business”

**Marie de Beaufort - Relationship Marketing Manager, Lenovo**

### Delivering the campaign

- EMS created a mobile interactive ‘relationship building experience’ within a branded 56m<sup>2</sup> exhibition unit
- The unit immersed visitors in the refreshed corporate branding and enabled them to sample the product portfolio range
- A small private meeting area was created to enable private meetings with clients



ONE TO ONE, TO THE WORLD