

## Case Study

# Mobile HD campaign reaches 10,000 Sky employees



### Testimonial

“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 from Avvio (agency for Sky)**

### Campaign Objectives

- Ensure all front line Sky people understand the importance of Sky+HD to the business
- Show Sky people the amazing quality you get with HD and get them to buy into it
- Communicate upcoming products and services Sky are launching in the near future

### Our Response

Two 13.6m Challenger exhibition vehicles were transformed into giant Sky+HD boxes to deliver an internal comms message to Sky employees at sites around the UK. The vehicles were fully refurbished and fitted out with advanced technology that delivered a 20 minute interactive HD and 3D presentation. Visitors got the opportunity to experience HD as if they were a customer. To round up the session they had a personalised address from their head of department, giving first hand, tailored messages that were relevant to their day-to-day jobs.

### 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
- All logistics and site surveys for the intensive schedule were managed by EMS

### At a glance...

#### Campaign

Sky Internal Comms Roadshow

#### Client

Avvio / Sky

#### Vehicles

Challenger 1 and 2

#### Dates

January - March 2010

#### Locations

25 Sky sites across England, Wales and Scotland

### 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 last year's 57%
- Staff feedback was extremely positive after experiencing the vehicle and the presentation

**Targeted experiences, impeccably delivered**