

## Case Study

# Roadshow gives HBOS employees the red carpet treatment



### The Brief

To create a touring 'personal shopper' experience for HBOS employees to showcase the bank's new corporate wear, enabling branch employees – for the first time – to see, touch and try on the newly designed corporate wear before choosing and ordering their clothing.

### Our Response

EMS' Voyager 2 display vehicle was customised by EMS to create a welcoming, relaxed personal shopping experience – complete with a red carpet, star-branded changing rooms and a tailor to advise on sizing and styles. A giant video projector showing catwalk footage of the launch of the new range brought a touch of extra glamour to the occasion.

### Delivering the Campaign

- The unit carried around 600 items of clothing from the new range enabling men and women of all sizes to try on and select the right uniform for them.
- The roadshow visited 32 venues across the UK. Carefully chosen to be accessible to as many HBOS branches as possible, these included football stadia, motorway service stations and major retail centres.



### Testimonial

"We have been delighted with the quality of the unit EMS have produced. It perfectly captures the Essential Collection concept and has delivered an enjoyable and worthwhile experience for our colleagues. EMS have also worked hard to research the right venues for us, to maximise attendance."

Holly Watson-Oates,  
Event Management Consultant, HBOS

### At a glance...

#### Tour

The Essential Collection Roadshow

#### Client

Halifax Bank of Scotland (HBOS)

#### Dates

April – June 2007

#### Locations

32 venues across the UK

#### Vehicle

13.6m Voyager 2

### Results

- The Essential Collection roadshow was a major internal communication exercise delivering real, practical benefits to branch staff
- The nine-week roadshow enabled more than 1,000 HBOS colleagues to choose their new uniform
- Feedback from visitors was consistently positive

**Targeted experiences, impeccably delivered**