

Case Study

88% of visitors recommended Adobe Acrobat 7.0 to their business



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.

Our Response

A mobile classroom environment was created within EMS' 13.9m Graduate display vehicle. The vehicle was internally fitted-out with 6 custom built desks designed to accommodate 30 laptops, 6 printers and scanners and a presentation screen. Graduate provided the technical and presentation infrastructure required by Adobe and also the seating capacity for 33 delegates

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.

Testimonial

"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.

At a glance...

Tour

Adobe Think Again Tour

Client

Adobe

Agency

Gyro International

Dates

January - March 2005

Locations

17 - UK, Belgium & Netherlands

Vehicle

13.5m 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

Targeted experiences, impeccably delivered