

## Case Study

# EMS helps Betfair unveil high-tech runner at the Grand National



### The Brief

Betfair required the creation of a sophisticated touring unit where customers could find out more about the company's betting exchange concept. A major challenge for this project was how to bring to life an online brand – creating a distinctive personality that would stand out in a competitive, face-to-face marketing environment.

### Our Response

The vehicle was custom-made by EMS and was kitted out with 19 TV screens – including a giant 50" plasma screen – wireless internet access and live Sky Sports coverage. Housed in a 9.7m by 6.6m Betfair-branded vehicle, it will be visiting other major sporting events across the UK and Ireland – including cricket at Lords and Headingley and racing at Punchestown racecourse.

### Delivering the Campaign

- EMS delivered a stunning unit that captures all the excitement of a major live sporting event, using the latest technology to showcase Betfair's innovative online service.
- The complex project was delivered to a very tight timescale – just 12 weeks from initial brief to delivery – without in any way compromising the quality of the end product.

### Testimonial

"EMS provided a first-class service to us on this important project – managing every detail, big and small, to produce an impressive unit that was a real hit with visitors."

Stephen Morana, Chief Financial Officer, Betfair

### At a glance...

#### Tour

Betfair Roadshow

#### Client

Betfair

#### Vehicle

9.7m Vehicle

#### Dates

April– November 2007

#### Locations

22+ major UK sporting grounds

### Results

- The impressive vehicle was specified and produced by EMS in just 12 weeks.
- Following its successful debut at Aintree, it will be visiting other major sporting events across the UK and Ireland – including cricket at Lords and Headingley and racing at Punchestown racecourse.