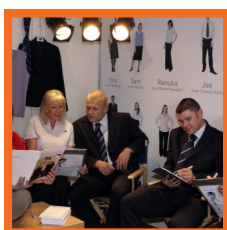




TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
EMPLOYEES



AT A GLANCE

Tour
HBOS 'The Essential Collection' Roadshow

Dates
April - June 2007

Locations
32 venues across the UK

Vehicle
Voyager 2

- Results**
- The tour was a major internal communications exercise that delivered real, practical benefits to branch staff
 - 1,000 HBOS colleagues were reached during a 9-week tour across 32 UK venues
 - Feedback from visitors was consistently positive

THE STORY

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

In their own words
"We were delighted with the quality of the unit EMS produced. It perfectly captured the Essential Collection concept and delivered an enjoyable and worthwhile experience for our colleagues. EMS also worked hard to research the right venues for us, to maximise attendance."

Holly Watson-Oates - Event Management Consultant, HBOS

- 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
 - Sites were carefully chosen to be accessible to as many HBOS branches as possible, including football stadia, motorway service stations and major retail centres



ONE TO ONE, TO THE WORLD