



TAKE
YOUR
MESSAGE

DIRECT
TO THE
PUBLIC



AT A GLANCE

Tour
Electrical Safety Council 'Helping you stay safe' Roadshow

Dates
May - August 2008

Locations
15 locations across England, Scotland and Wales - including town/city shopping areas and county shows

Vehicle
Clients Own

Results

- 15 locations across England, Scotland and Wales including town/city shopping areas and county shows
- In most locations the roadshow attracted in excess of 500 visitors per day
- More than 12,000 information leaflets were distributed

THE STORY

The brief
EMS was contracted by the Electrical Safety Council to deliver a national consumer roadshow in their existing mobile unit to highlight the dangers of electricity in the home and workplace. The campaign needed to communicate a compelling public safety message across the UK, to support the charity's goal of reducing deaths and injuries through electrical accidents.

In their own words
"We were very impressed with the energy and creativity that EMS brought to this campaign. They helped us to get a serious message across in a lively and engaging way. The transformation of our mobile unit was remarkable - especially given the short timescales involved."
Phil Buckle - Director, Electrical Safety Council

Delivering the campaign

- EMS completely remodelled the interior and exterior of the client's existing unit - transforming it from tired and corporate looking to bold, bright and consumer focused
- Venues were carefully chosen to ensure maximum footfall
- EMS provided comprehensive support for the tour - handling all logistics and venue sourcing, providing a dedicated unit manager throughout along with a team of experienced promotional staff

EMS

ONE TO ONE, TO THE WORLD