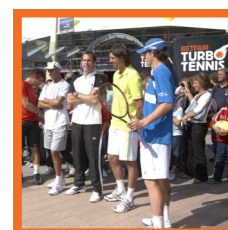
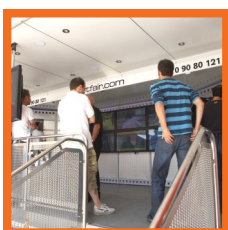




TAKE
YOUR
SERVICE

DIRECT
TO THE
PUBLIC



AT A GLANCE

Tour

Betfair Roadshow

Dates

2007 - 2010

Locations

22+ major UK sporting grounds

Vehicle

Outlook 3

Results

- The impressive vehicle was designed and built by EMS in just 12 weeks
- Following its successful debut at Aintree, it visited other major sporting events across the UK and Ireland including cricket at Lords and Headingley and racing at Punchestown racecourse

THE STORY

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.

In their own words

"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

Delivering the campaign

- EMS delivered a stunning unit that captured 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



ONE TO ONE, TO THE WORLD