

Marks & Spencer

Brief:

To convert a Routemaster bus to travel unrestricted through Europe, which means cutting it down to 4m high from 4.45m high as Europe's vehicle height is 4m. We did this without losing the charm of the London classic Routemaster, when stationary the bus had to function as an on brand showroom to promote M&S clothing website in Europe.

Response:

We had a limited time to engineer the roof solution, fitting large LED message board and refit the interior of the bus for a winter tour of Europe. One of our support vehicles travelled with the bus on its 6500 kilometre journey of major Cities across Europe.

Result:

A huge PR success for M&S.

