

Avon

Brief:

To supply 4 converted, branded buses to work 6 days a week for 15 months.

Response:

AVON first came to us to hire one bus for a weeks press campaign, after the initial success bus 2, 3 and 4 were ordered to roll out the activity out across the UK to support their sales leaders. The buses hit City centres, events and conferences without missing day.

Result:

A truly massive hit rate over the campaign boosting Avons brand / product awareness.

