

## Grey Goose

**Brief:**

Instructed by agency Ragged Edge to create an amazing bar interior and stunning exterior within a classic vintage Citroen H Van.

**Response:**

With only 7 weeks to transform a very battered H Van into the World's most glamorous mobile bar, serving just 2 people in a stunningly designed interior by a dedicated bar man was always going to be a success. Now working in Europe as well as UK, this conversion and activity has set the benchmark for how to promote a premium product.

**Result:**

Massive PR success.

