



# Yahoo

**Brief:**

Rework a luxury coach to travel European Cities to promote “Yahoo on the road” music festival tour for agency HAVAS. Yahoo put on free gigs with the latest hot bands from the USA & Europe, the coach was a base for press & Yahoo staff, ticket “give away” competitions, radio, blogger & TV interviews and a mobile billboard.

**Response:**

A full refit of our double deck coach to create 3 zones, on board power, WiFi, Monitors inside and out, branded walls for celeb photo opportunities. Our vinyl fitting crew had to rebrand areas after each location ready for the next event. 6500 kms covered.

**Result:**

The coach became a huge hit on social media, the coach help seed each event. A big success.

