

Royal Mint

Brief:

We were approached directly by the Royal Mint to activate their only mobile roadshow in their 1000 year history. The modern low floor bus & supporting trailer / staircase provided a high “through-put” mobile retail unit to sell their exclusive commemorative coins at events, shows & City Centres.

Response:

We started from scratch and bought in retail space designers to assist us in designing the perfect retail space for the Royal Mint to operate from. The trailer was a key element to

the success of the mobile store as footfall traffic through the bus was dramatically increased. The upper deck of the bus was a timeline of their 1000 year history which then led to the retail point on the lower deck.

Result:

The bus consistently delivered great sales across the 6 months it was activated.

