

Shopcade

Brief:

To create a meeting place, photo opportunity, big billboard advertising at London Fashion Week without paying huge London site fees.

Response:

We supplied one of our pre converted London Routemasters, re - wrapped the exterior & interior, added some cool stage lighting, branded a "step & repeat" board, supplied a proactive driver and Shopcade did the rest.

Result:

The Shopcade bus sat outside London Fashion Week successfully for 5 days, creating a stir and inundated with visitors, our client was super happy.

