

Virgin

Brief:

Virgin Holidays & Resolution Interiors came to us with a brief to create a show stopping mobile vehicle that could retail holidays away from their existing stores, engaging people in their leisure time and giving their consumers Virgin's legendary hospitality in a cool environment.

Response:

After some blue sky thinking we came up with some wild 3D which sparked the Virgin Holidays team imagination and were asked to tweak it based on their budget, we did and the VH Bus was born. It is difficult to

tell the difference between the 3D creation and the finished build. We had a deadline to finish before the Virgin AGM in Las Vegas where the bus was launched. Client happy. Job done. Now it is our job to take this around the UK for Virgin Holidays. Great brand, great client.

Result:

The WOW factor was definitely delivered, on the first outing on London's busy Southbank on Dec 29th flights & holidays were sold and many, many faces lit up as they saw something very unusual and cool. **#madeithappen**

