

CASE STUDY: SPEEDO

Creating unique space and event solutions

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CLIENT

Speedo was founded in Australia in 1928 and is the world's leading swimwear brand. The brand is fuelled by innovation and is infamous for its Olympic status with the highest amount of gold medals won whilst wearing Speedo than any other sportswear brand.

EVENT

Speedo Roadshow

GOAL

To bring Speedo's vision to life and turn the Showplace truck into a portable Speedo pop-up shop.

SOLUTION

Showplace customised the truck's interior to provide a fun and engaging pop-up shop space to display Speedo's products. Shelving and clothing rails were installed, as well as striking graphics to bring the retail environment to life.

A bespoke operational programme was implemented to cater for the logistical requirements. Showplace also took care of all vehicle checks and adherence to regulations to ensure that the show ran as smoothly as possible.

RESULTS

1. Successful roadshow

Speedo reported that the roadshow was a success and were able to showcase their products to new audiences across the UK.

2. Positive feedback

Speedo were pleased with the final result for their roadshow and would consider using Showplace's services again for future roadshows.

