



Compassion in World Farming Travelling Show

Client: CIWF

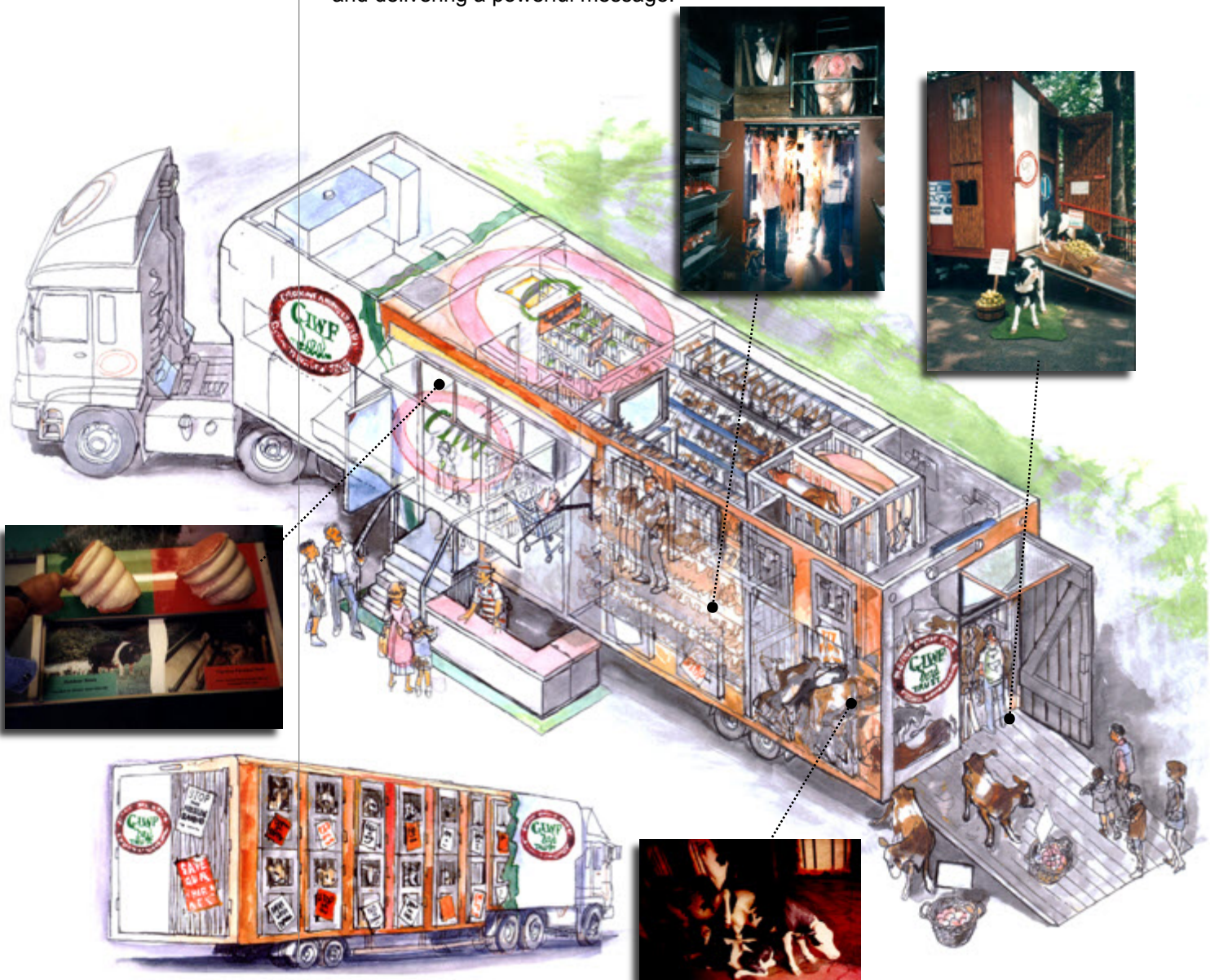
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Compassion in World Farming
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- An Exhibition Plus project
- Contract, value a £55K
- Design and Build Contract



We resolved the problem this organisation was having getting their message into traditional exhibition venues, by taking it on the road. We fitted out the vehicle and ensured maximum visibility on the road by customising the exterior. We chose the analogy of comparing live calf transportation to that of an apple (apples are taken much more care of as if they bruise, they become unsalable).

The truck was divided into 4 main compartments, the veal transportation trade, a battery chicken farm, the supermarket choice and an exit A/V programme and demonstration area. Joanna Lumley fronted all the A/V programmes and the truck extensively toured both the UK and Europe, generating a high degree of exposure and delivering a powerful message.





Compassion in World Farming

