

TRO designed and produced an impactful brand experience as part of the Home Office's 'KYL' campaign at the Clothes Show Live.

Focusing our execution around the campaign's themes of vanity and vulnerability, we exaggerated the controversial shock tactics provided by the theme in order to create a stand that strikingly jarred with the stylish, glamorous environment provided by the Clothes Show Live. We created several environments in which visitors tried a range of tasks using a set of 'KYL goggles', glasses incorporating a unique technology that gives the wearer the impression of being drunk.

The Know Your Limits shocking viral was shown through restricted peepholes. A clothes rail displaying a selection of beautiful clothes, which, on closer inspection, turned out to be damaged – with torn sleeves, stains on a silk dress and a pair of shoes from which the heel had been snapped off.

The stand encouraged young people to think about their drinking habits.

Results

64% of visitors answering a questionnaire said that the stand had made them more likely to consider their drinking behaviour.

96% of visitors felt that the staff contributed to their experience of the stand.

Industry press visited the show solely to view the KYL stand for a feature on Inspirational Exhibitions. The experience also attracted a wide variety of press interest and national coverage including The Sun and She Magazine.

