



WIDE FORMAT PROJECT WITH REFRESHING TASTE.

INTRODUCTION

After founder, Jasper Cuppage, had been brewing and selling his own beer to his pub's customers and to fellow pub owners, he set up Camden Town Brewery in 2009. The first batch of Camden Hells Lager was then produced in Autumn 2010 and its popularity has sky-rocketed ever since, making it a firm favourite beverage of choice for many across the UK.

Having worked with us on a number of projects, Camden Town came to Rapidity with a brief to create and install branded graphics at Flat Iron Square in London Bridge for an event hosted by Xfm. Their presence at the event was designed to endorse their 'Fresh as Hells' campaign and promote their lager to the wider market in and around London.

WHAT WE DID

Camden Town Brewery needed several large graphics to be placed on display at various points throughout the venue. These graphics had to cover existing signage at the venue, so a detailed site visit was conducted by our experts to ensure all elements were made to the correct size and a seamless finish could be achieved.



"These graphics had to cover existing signage at the venue, so a detailed site visit was conducted by our experts to ensure all elements were made to the correct size and a seamless finish could be achieved"



After assessing their requirements, Rapidity decided that the best production method would be via our industry leading Oce Arizona 2280 XT and then our Esko Kongsberg. Taking into account the open-air site and unpredictable British weather, we chose to print onto Correx white L/F 4mm material as this provided added durability and waterproofing.

On the day of the event, Rapidity's trusted installation team were on-site at 7am to mount the graphics on specific areas throughout the venue. With only two hours to complete the project, the team were ascending 4ft ladders to drill the signage onto wood cladding across the site. Once the event had finished at midnight, the installation team then had to completely derig the entire project and return the venue to its former state as they had found it 17 hours earlier.

RESULTS

This campaign resulted in the production of striking branded areas at the event that proved extremely effective at attracting the attention of Camden Town's target audience. Camden Town Brewery were beyond impressed with the graphics we supplied for them and were especially grateful for our ability to assemble and deconstruct the displays so efficiently and against strict timescales.

These graphics had to cover existing signage at the venue, so a detailed site visit was conducted by our experts to ensure all elements were made to the correct size and a seamless finish could be achieved

