

# CASE STUDY:

## Red Bull Airshow



### PROBLEM

How to showcase a growing brand within a larger-than life event - The Red Bull Air Race

### SOLUTION

Oversized graphics allow clients maximum visual coverage and create excitement in the venue that they are shown. These graphics can be applied directly to most surfaces using pulley systems, bolting direct to a facade or connecting to pre-existing surfaces.

We printed this on our UV Durst 500R using Cooley mesh creating one flawless image.

### INSTALLATION

Utilizing BMI installers, we installed the graphics to great satisfaction of our client. The banner was printed and built strategically into manageable pieces, and by using various methods we were able to construct and finish the graphic within the clients' time frame.

### BENEFITS

Bolstered the Red Bull brand with visual excitement by taking bland building structures and encasing it with bright visual graphics. In an event where visual - stimuli is high, this graphic stopped people at all points of this venue and reinforced the Red Bull brand.

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