

LEVC



Client

## Brief

Today, LEVC have transformed from a traditional vehicle manufacture, into a modern electric vehicle company. Their task was for DSA to assist in the launch of a brand-new electric van that is different to any other vehicle in the marketplace. As they were brand new players to a mature commercial vehicle market, they needed to be noticed so required a creative approach.

## Solution

DSA crafted an on-brand environment that would ensure LEVC stood out within a crowded exhibition hall. The space consisted of a welcome area, supported by a large LED screen showcasing digital content delivery, discussion areas, vehicle demonstrations, floor information graphics and high-level lightbox branding – all on a 192m2 space.

192 sqm

SQM

2 Year Partnership

RELATIONSHIP

CVS, Birmingham, UK

LOCATIONS



## Result

Overview of services provided. Delivery of end-to-end projects, owning proactive communications, supplier negotiations and on-site delivery. Created all 3D and 2D designs for every aspect of the design. As part of our design process, majority of the components can be reused and, in many cases, upcycled for future use. This supports our drive to ensure we commit to our sustainability goals and that we're providing our clients with sustainable solutions.



DSA®

REFLECTING ON  
OUR DELIVERY

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