

Project of the Month



PROJECT: Create a Corporate Float

Client: BOB, a singular communications agency

Project manager at BOB: Jean Legros

Supplier: Groupe BO Concept (GBC)

Account Manager at GBC: Marc-André Léonard

Challenge: GBC offered a turnkey project to BOB for the wrapping and decoration of the TD float.

Production: Use of 13oz PVC Banner and 10mm Coroplast on aluminum structure decorated with Styrofoam balls painted in the colors of Gay Pride Flag and "Busmark Vinyl Wrap" vehicle wrap.

Result: A winning float at the Montreal Gay Pride Celebrations 2011, Parade

TESTIMONY OF OUR CLIENT:

BOB shone at the 2011 Montreal Gay Pride Parade

Jean Legros, director of production at the Bob Agency, the team that designed and animated the float around the theme Voyage of the Future, advised us that his team, which paraded on René-Lévesque Blvd. with this colorful float for the Montreal Gay Pride Celebrations Parade on August 14, 2011 was praised for the quality of the animation and general appearance and quality of execution of the project in general. "Hi Marc-André. Thanks to you and your whole team." He wrote us.



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