



HOOKED ON PHONICS - HOP ACROSS AMERICA

Objective: To showcase in an interactive way the Hooked on Phonics product to kids and adults.

Solution: What better way than to use the school bus chassis to showcase the HOP product. Product stations inside were segmented by age group to highlight the benefits and provide hands on time with both the kids and adults. The playful color of the interior mirrors that of the product. Outside the vehicle visitors had the opportunity to interact with the product under a awing attached to the bus.