

# CASE STUDY: BEYONCÉ FORMATION TOUR

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## CLIENT

In 2016 Beyoncé embarked on The Formation World Tour which included 38 shows across North America and Europe. This was Beyoncé's 7th concert tour to support the release of her 'Lemonade' album, and featured a selection of special guests from DJ Khaled to Chloe and Halle Ingrid.

## EVENT

The Formation World Tour 2016

## GOAL

To create a striking merchandise vehicle to represent The Formation World Tour whilst on the road throughout Europe.

## SOLUTION

Showplace designed the vehicle to create a portable retail environment that would display The Formation World Tour's merchandise to concert attendees. The interior was adapted with custom counters and shelving units to display and store stock, and bespoke lighting installations were fitted to highlight the merchandise, complementing the concert atmosphere. The truck was also wrapped in custom branding to align with the tour's aesthetic and to create an eye-catching display when out on the road.

A bespoke operational programme was implemented to cater for logistical requirements. Showplace took care of all vehicle checks, movements across Europe and ensured prompt arrivals to tour destinations. Adherence to regulations was also taken care of to make sure that the show ran as smoothly as possible.

## RESULTS

### 1. Successful roadshow

The Formation World Tour was extremely successful and the truck provided the perfect solution to sell merchandise to concert attendees.

### 2. Positive feedback

The Formation World Tour team were pleased with the final results for the merchandise vehicle and would consider using Showplace's services again for future tours.

