

# EMIRATES RUGBY WORLD CUP 360 EXPERIENCE



As a sponsor of the Rugby World Cup, Emirates International Airline wanted something impactful, cost-effective and innovative that would result in viral brand exposure.

J & J Carter were delighted to be commissioned by Henson Franklyn to support the creation of this unique and immersive [event structure](#).

The cylindrical structure utilises our [PVC walls](#), complete with large format artwork and branding, finished with a bespoke [PVC roof](#) in red.

Inside the portable fan zone, Henson Franklyn further customised the area. This included a 360° bullet photography rig to capture footage of the fans.

This concept resulted in Emirates biggest ever social media reach for a single campaign.

## DESIGNED TO MEET YOUR INDIVIDUAL REQUIREMENTS

At J & J Carter, we have the skills and expertise to design and install tensile structures that are bespoke to your needs. Whether you are in the sport, transport, healthcare, education sector or another industry, we will provide a unique structure tailored to your needs. [Contact us](#) today to discuss how we can help with your tensile structure project.

### KEY FACTS

**INDUSTRY:** Sport

**MATERIALS:** PVC Coated Polyester

**STRUCTURES:** Frame Supported

**ROOF FORM:** Planar

**LOCATION:** United Kingdom