



Client: SKY NEWS
Project: SKY NEWS Centre

INVITATION

The SKY News team were looking to use new mediums to create new levels of interaction and engagement with their viewers.

ENGAGEMENT

Rivers Run Red built an exact replica of the SKY News Centre, with a level of accuracy from the rotating news-desk down to the crumpled paper by the recycling bins. Viewers could immerse themselves in a new level of reporting and knowledge.

RESULTS

With SKY News providing a sustained presence of content and events, not only can visitors walk around a near accurate representation of the real SKY News Centre, they were also able to visit custom news-areas - a crime scene, a Chieftain tank. This allowed the SKY News audience to experience content in new and innovative ways, and build a new and deeper relationship with the brand.

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