

Deliver Kangeroos? No Problem!

Complex, Unusual and Secret Logistics

Cube Communications, the award-winning London-based PR company, had a very unusual logistic problem. Laura Davies, Cube Event Manager, called us: **"It's a bit of an unusual one... we need to install 20 kangaroos around London. No, they're not alive - they're fibreglass statues."** The kangaroos were:

- to be installed on multiple sites in London, from traffic islands to parks
- large, awkward and difficult to manoeuvre
- to be positioned before 6am - simultaneously

The project was also top secret - to ensure the WOW factor every PR agency wants to achieve.



Getting the Detail Right

This project presented many logistical obstacles, a red-tape headache and very tight timescales, so Richard Bousfield, SAE Director, took personal charge.

Offering proactive consultancy, SAE ensured that possible difficulties were anticipated and sorted out. All 20 sites were surveyed in advance and a full risk assessment was undertaken.



SAE successfully managed all the storage, deliveries and collections - overcoming many physical obstacles and adhering to local traffic & safety regulations. A special trolley was designed to transport the roos along the uneven London pavements, ensuring they all arrived in tip-top condition. Richard recommended and installed a ballast to hold the statues in place, guaranteeing public safety.

When erected, all 20 Kangaroos looked magnificent around their locations in London - including Leicester Square, by Eros in Piccadilly, outside Australia House (naturally) and on Waterloo Bridge. Each roo was individually designed by artists, children and celebrities - all handled with care & respect by **SAE!**

Re-homing Service

After the promotion, all the kangaroos were sold on eBay for charity - SAE organised safe & quick delivery to their new homes (including repatriating many back to Australia). So another challenging & high profile job was successfully completed: SAE jumping through all the rights hoops to get the job done!

"I cannot recommend SAE enough, and hope to work with them in the future whenever possible"

- Laura Davies, Event Manager, CUBE Communications

If you have a logistics, storage or warehousing project (however unusual), just give us a call - we will jump at the chance to help.