

## Chevrolet New Launch

### Problem

How do you change the branding of an entire product line.

### Solution

Use spectacular OOH formats with intriguing creative executions.

### Background

Chevrolet was in the midst of radically changing its product line—10 new vehicle launches in 18 months. The brand was revolutionizing itself.

### Objective

Seed the message of how Chevy is changing by delivering it when consumers are most in a “change” mindset themselves— during New Year’s Eve celebrations.

### Strategy

Surround iconic New Year’s Eve celebrations in New York’s Times Square and on Las Vegas’ famous “strip” with the Chevy Revolution message. Utilize high impact outdoor units in both venues to reach and capture the attention of not only those consumers onsite, but also those who may see the celebrations on TV or in photographs.

### Plan Details

Multiple outdoor spectacular units in both markets:

- Times Square: Reuters Jumbotron, ABC Supersign, MTV Studio
- Vegas Strip: Vegas Cloud boards (with sight, sound and motion)

### Results

- Cobalt, a featured Chevrolet in both venues, shattered its January and February sales goals.
- Awareness, opinion, and consideration measures also achieved robust levels.
- SSR, another featured vehicle, also experienced improved January 05 sales versus 2004

