

outdoor shows



In 2006 Land Rover appointed **the event business** to take over their outdoor shows programme in order to help them achieve greater 'stand out' and improve their data capture.

Having researched Land Rover's previous show activity and the opportunities available for sponsorship and strategic vehicle placements, we designed a high-impact stand that incorporated customer hospitality and information areas and firmly established Land Rover as a 21st Century brand.

the event business were responsible for full management of the Show Programme: liaising with show organisers, recommending stand location, design and build, booking and managing staff, vehicle logistics, event branding, product placement and on-site management.

Historically Land Rover had staffed their show programme with their own personnel. This not only caused them logistical & consistency problems, but also took key staff away from their desks.

the event business recommended that the stand be manned by a team of Land Rover Brand Ambassadors, a group of professionals chosen by us to reflect Land Rover's brand values, intensively trained on all products. The team has proved to be immensely successful as a first point of contact, dealing with customers' enquiries and taking personal details of prospects.

Land Rover have since responded to the huge success of the stand both as an attraction and as a source of high-quality prospect data by increasing their commitment to outdoor shows.

the event business are now taking Land Rover to more than 12 shows each year, including traditional events such as the Game Fair, Royal Show, Highland Show and The Burghley Horse Trials to more recent established fixtures such as The Goodwood Festival of Speed and Ripcurl Boardmasters at Newquay. This activity has resulted in a 106% year-on-year increase in data capture.

CLIENT

Land Rover UK

PROJECT

Management of Land Rover's outdoor shows programme

OBJECTIVE

General awareness and data capture

FRESH THINKING

In creating the Land Rover Brand Ambassadors we delivered professional, consistent customer contacts and left key Land Rover staff free to concentrate on their other responsibilities.

stand out

