



# campaign summary: volvo

**Client Name:** Mindshare  
**Campaign Name:** Nationwide Launch of Volvo C70

**Campaign Objective:**  
Raise awareness of launch of the new C70 among the target audience in locations near Volvo dealerships.  
Drive consumers to dealerships for test drive, datacapture consumer details to receive brochure in post.

**Campaign Location:**  
10 locations nationwide

**Measurement:**  
1 engagement every 3 minutes

