



campaign summary: daimler chrysler (USA)

Client Name: Daimler Chrysler
Campaign Name: Daimler Chrysler
(Dodge, Chrysler, Jeep Brands)

DAIMLERCHRYSLER

Campaign Objective:
Promote reservations for 'on the spot' test drives at the Greenwich, CT and print a ticket to be used as a 'reservation coupon' for test drives driving traffic to the Daimler booth.

Campaign Location:
Greenwich, Connecticut

Measurement:
80% of test drives booked at event came through Adwalker®

Client Comments:
"Adwalkers® have enabled us to directly reach hundreds of target consumers through our event activation marketing programs at sporting and public events. At every event, the Adwalkers® have attracted positive attention, gathered many qualified leads and successfully driven traffic to our product and our displays. We will continue to utilize Adwalker® on more innovative local and national programs across our brands."

- Doug Sedbrook, Dodge Marketing Manager, North America

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