

case study ::: no. 18

**DaimlerChrysler – 2001 Vaneo Press Event – Berlin, Germany**



An exciting new product launch was conceived by industrialevents for the Mercedes-Benz Vaneo over the course of nine months in 2001. The gradual introduction of this new product, by employing a technique which teased interest at major European motor shows, culminated in an extraordinary test drive event on the island of Crete.

In March of 2001, the Vaneo was shown to the press for the first time at the Geneva Motor Show without an opportunity for close inspection. The long lead press meeting was held in May at the Deutsches Technik Museum in Berlin to generate the heightened level of interest necessary prior to the vehicle debut at the Frankfurt Motor show in August where access was granted for a closer inspection. This preceded the event in Crete outlined in Case Study #19.

Our successful relationship with the museum directors, over the months spent planning and preparing for this event, eventually led to the assignment for development and execution of the museum's expansion detailed in Case Study #9. A comprehensive video presentation of this event is available upon request.

