

case study ::: no. 1

DaimlerChrysler Sprinter Launch - Ft. Myers, Fl, USA



When DaimlerChrysler wanted to launch the Sprinter in the US market in the fall of 2001, they came to industrialevents. Due to the obvious global concerns at this time, the final decision to move forward was made less than 30 days prior to the event. With this daunting task at hand, we were able to assemble a team immediately to design, develop and execute consecutive events for both media and dealers, over 250 guests, virtually from scratch, including:

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| venue selection and treatment | speech writing for senior executives | video development & presentation |
| attendee evaluation and selection | business meeting development & production | press conference production |
| event theme/concept development | test-drive creation and execution | press kit development & production |
| graphic design and production | press release development & distribution | vehicle photo shoot |
| design & development of all collateral | design and production of unique premiums | all attendee travel arrangements |

So successful was this launch meeting, the client contracted with industrialevents to handle the entire scope of event marketing activities in the North American marketplace including the design, construction and management of a trade-show program, dealer development events and the eventual migration of the brand from Freightliner to Dodge.

