

case study ::: no. 3

Saab 9-3 and 9-5 Global Launch



Key members of the industrialevents team were integral to the global launches of the Saab 900, 9-3 and 9-5 vehicles, as well as introduction of these vehicles into the North American marketplace. The change in body style of the Saab 900 in 1995 was accompanied by a major change in the event marketing strategy designed to reinvigorate the Saab name.

This critical new design strategy was first applied to the exhibit experience, and then carried to the dealer level as well, where it continues to "drive" the Saab brand forward. This design strategy, and the position it represents, were key factors in the success enjoyed by Saab over the last several years and what will carry it into the future.

The re-launch of a recognized brand is a delicate endeavor requiring a host of talented and dedicated team members working as one entity. industrialevents has the experience to deliver all the variables required of the most complex programs and ensure an enduring success.

