



Campaign Objectives

Mitsubishi Motors came to Concourse Initiatives looking to create a train station promotion to launch the company's new Shogun Pinin.

They wanted to showcase their latest vehicle to a wide audience by displaying the vehicle at various locations nationwide. The promotion would be used for capturing data on behalf of their nationwide dealership network.

Activity

Mitsubishi booked a nationwide campaign consisting of eight strategically chosen stations over a four-week period, to showcase their new 4x4. The exhibition had a simple road show feel with a basic pop-up stand to house the vehicle.

Mitsubishi employed promotional staff to interact with passers by, collect data and provide them with basic information about the Shogun. Promotional staff were given vehicle information packs before the activity took place, in order to be able to answer questions and appear knowledgeable.

Results

Significant numbers saw the new Shogun Pinin over the course of the promotion and the activity yielded some interesting and positive results.

Running the campaign at various geographic locations throughout the UK meant that Mitsubishi could gather a wide spectrum of information about their new vehicle.

This was highly valuable in terms of data capture for Mitsubishi's dealership network.

