



Campaign Objectives

Out of all the potential launch venues for Range Rover, this prestigious car brand chose Bullring as the platform for its consumer launch of the new Range Rover Sport.

Situated on the East Mall at Bullring, the Range Rover was encased in a dramatic transparent pod.

Activity

Over 400 guests were invited to attend one of the three exclusive evening champagne and canapé receptions in the Gallery restaurant, within Selfridges department store. Guests were taken onto Bullring's mall and given a personal guided tour of the new car, whilst being entertained by various performance artists.

Range Rover experts, including the designer of the new vehicle, were also on hand to answer any questions.

Results

Bill Welch, Marketing Programming Manager, Land Rover commented on the success of the event: "We were extremely pleased with the way the event ran, the quality of the venue, the catering, and the level of assistance from Bullring and Selfridges.

We had a near 100% attendance on all three evenings, which I'm sure was at least in part due to the 'pull' and accessibility of the venue, as well as the vehicle itself."

