

Saab 93 London Tour Increases Brand And Dealership Profile



Customer

Saab

Location

Covent Garden, Brent Cross,
Euston Station, Whiteleys

Industry

Automotive



Background

- Active in more than 50 countries worldwide
- Known for its innovation, pioneering significant advancements in ergonomics, green technology, safety and turbocharging

Venue

- Covent Garden has a reputation as one of the premier UK locations for hosting experiential events
- Brent Cross has 7 million people who live within its catchment area
- Euston Station is a major railway and underground station
- Whiteley Shopping Centre is home to some of the world's leading fashion brands, which sit alongside an eclectic selection of independent boutiques

Mission

- Increase local dealer exposure
- Raise public brand awareness
- Data capture

Execution

- One static car displayed on custom-built Saab branded stand

Results

- Increased local dealer exposure
- Raised public brand awareness
- Captured data

"The venues as a media allowed Saab to effectively achieve their three main aims of local dealer exposure, public brand awareness, and data capture."

Joe Oliver
Regional Marketing Manager
Saab GB