

Volvo Cars Case Study – Cycle Show



Objectives

Volvo's had several objectives for their 2006/2007 events campaign:

- To market test the XC90 and other new models to people with an active lifestyle in an appropriate environment
- Data capture at a live event with the ultimate return on investment being sales of cars in London and the South East dealerships
- Opportunity to showcase new models and to obtain customer feedback from an affluent and active audience

Solution

- The Cycle Show at Earl's Court London provides an audience of over 19,000 people who are of an ABC1 demographic, mainly from London and the South East and who have an active and outdoor lifestyle, fitting with Volvo's brand values and target market.
- The Mountain Bike Test Track is a feature within the event where visitors with a passion for adventure can try out their riding skills on a huge track in a 3,000 metre space.
- The Cycle Show worked with Volvo to provide a creative solution and tailor-make a bespoke sponsorship package for the Mountain Bike Test Track.
- Sponsorship of the track demonstrated how the cars are perfect for an adventurous day out whereby cyclists can put their bikes in the back of the latest multi-terrain Volvo as well being driven on the roads as a multi-purpose and top quality car.
- Volvo had extensive branding around the track as well as an area to showcase the cars for data capture and to promote competitions. Two cars were also placed inside the track providing a fully interactive experience and showcase.

Results

- The partnership was a great success and the Cycle Show provided the affluent and active audiences that Volvo was looking for.
- In terms of direct return on investment, 36 test drives and 77 brochure requests resulted from the sponsorship as well as a large amount of brand awareness before the show and data capture at the event.
- Volvo is continuing its relationship with the Cycle Show for a second year with co-sponsorship of the Test Track in 2008 with a larger presence both before and at the show.