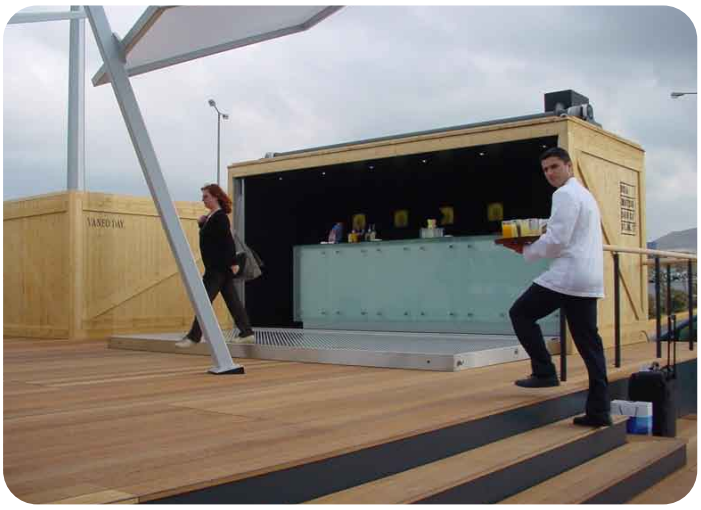
case study ::: no. 19

DaimlerChrysler – 2001 Vaneo Press Event – Crete, Greece

Upon successful completion of the phased exposure of the DaimlerChrylser Vaneo throughout 2001, the culminating event was designed to deliver the ultimate brand message. Held on the Greek island of Crete, industrialevents handled all travel arrangements, accommodations and hospitality for over 500 media representatives as well as event planning, staging and comprehensive management of the guest experience in this stunning setting.

Executed in stages over the course of 10 days, guests were greeted at the airport and transported to a reception at the event hotel. Following a brief welcome and presentation of product specific information, guests were offered various options for test drive times, private meetings with Mercedes product specialists or forays to the pool or private beach.

Utilizing many of the exhibit elements created for the long lead press meeting held in Berlin (see Case Study #18), we conserved costs while creating a familiar, brand-reinforcing atmosphere for guests.