



Country Vacations has the biggest network of clubs and resorts and the widest network catering the best of facilities for huge number of members from all over India. **SpaceandPeople** explained Country Vacations the concept of experiential marketing and convinced them to invest in such kind of Mall activation.

Objective - Leads generation activity of country vacation to grab the customers for membership.

Mission - To collect 20,000 good quality leads in a month

Target audience - High profile customers, married, having four wheeler

Venue: The activity was conducted in Mega Mall , Mumbai for 1 month.



Outcome →

Achieved 22,000 leads

Target over achieved

Captured high profile database

SpaceandPeople team has assisted and guided us well towards the smooth execution, looking forward to next round of activity at Mega Mall soon.

-Ahsan Khan, Manager Business Development, Country Vacations

