



CHEVROLET

Gallops Motors Pvt Ltd is one of the leading Auto dealers in Ahmedabad. Chevrolet Beat Diesel is a dazzlingly dynamic, bold and stylish revelation. Its high fuel efficiency, confident handling and superior performance lets you **Drive Khulke**.

SpaceandPeople explained the concept of experiential marketing to Gallops agency and convinced them to invest in such kind of Mall activation.

Objective : To Promote newly launched Chevrolet Beat Diesel and its availability in both Petrol & Diesel.

Mission :To get target audience to get the feel of this class looking model and create an instant urge to own one.

Execution : Suggestion for test drive was also given to the client by **SpaceandPeople** by having the Car in the Parking for immediate feel of the car & Conversion .

Venue: The activity was conducted in **Alpha One Mall, Ahmedabad**, Atrium Opp Jack & Jones on Weekends(Fri, Sat & Sun) on 16th,17th & 18th December ,2011



Outcome

Display & Promotion at Alpha One, Ahmedabad generated approx 300+ enquiries for the car.

The mall visitors met my target audience requirements, and footfalls were good. Definitely, it was a great experience for us.

- Atul Padia (CRM) Gallops India P Ltd