

Ex Award 2007: Mission accomplished for the Promobile

The verdict is in: Motorola's StudioMoto campaign won this year's Grand Ex Award! Such a success is reflected on Stageline since the agency responsible for the project, Chicago-based OgilvyAction, used a **Promobile** to create the quintessential experiential marketing. With more than 1700 sq² of usable space, split up into two (2) levels and 2100 sq² of advertising space, the Promobile proved to be the perfect tool for this type of operation, where high mobility, flexibility and tight schedules are the norm rather than the exception. The first floor hosted the product trial area, featuring demo stations, sampling kiosk and live interaction; the second floor, towering at 24' above ground level, received a VIP treatment and got transformed into a cosy lounge area with a breathtaking view of the site. The Promobile responded perfectly to the challenge at a hand, a 12 week tour across the United States, 36 events and a target of getting more than one million of consumers in a buying mode.



Courtesy of 141 Worldwide



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