

CASE STUDY | HUMMER & BLACK EYED PEAS

■ CHALLENGE

- ▶ TRANSFORM THE HUMMER H3 LAUNCH AT THE CALIFORNIA INTERNATIONAL AUTO SHOW INTO A REWARDING EXPERIENCE FOR PASSIONATE HUMMER ADVOCATES
- ▶ ENGAGE NEW CUSTOMERS WITH THE HUMMER LIFESTYLE

■ ENGAGEMENT

- ▶ CREATED A UNIQUE HUMMER EXPERIENCE WITH PASSIONATE HUMMER OWNER BLACK EYED PEAS BAND MEMBER WILL.I.AM
- ▶ LEVERAGED GRAMMY AWARD-WINNING BLACK EYED PEAS' ENDORSEMENT OF HUMMER TO REACH YOUNGER, POTENTIAL OWNERS AND EXTEND BRAND REACH THROUGH A PRIVATE, LIVE, 90-MINUTE PERFORMANCE EXCLUSIVELY FOR HUMMER OWNERS

■ RESULTS

- ▶ PROCURED TALENT UNDER CLIENT'S BUDGET
- ▶ PROVIDED EACH BAND MEMBER WITH PRODUCT, REDUCING TALENT'S FEE AND INCREASING PUBLICITY FOR PRODUCT
- ▶ DISTRIBUTED THE AVAILABLE 1,500 TICKETS TO HUMMER ENTHUSIASTS WITHIN 48 HOURS BY SENDING TARGETED INVITATIONS TO EXISTING HUMMER OWNERS AND FRIENDS
- ▶ SUPPLIED HUMMER WEBSITE WITH [VIDEO CONTENT](#) FROM THE PERFORMANCE, CAUSING THE HUMMER WEBSITE TO RECORD THE HIGHEST SINGLE-DAY WEBSITE TRAFFIC EVER WITH 20,000 VIEWS OF THE PERFORMANCE OVER A FOUR DAY PERIOD

