

## " WNY & Erie Ford Dealers

2024 Auto Shows

As part of our 30+ year partnership with the WNY Ford Dealers, we assist with booth design and marketing for the Western New York and Erie, PA Auto Shows each year. Coming off some positive momentum from successful efforts in recent years, we wanted to raise the stakes even higher for 2024—by going all-in.

Our goal: create points of engagement within the booth to keep people there longer. The longer they stick around, the longer we get them thinking about Ford—and thinking about a test drive.

That's why we partnered with RPM Entertainment Productions to go all-in on booth tactics, creating four custom experiences to keep Ford the busiest section on the floor.

Our clients wanted to highlight Ford's electric vehicle offerings, including the Mustang Mach-E. So, we built a garage wall with a Ford at-home charger installed and let customers try plugging in and unplugging the vehicle for themselves.

To highlight our work within the community as part of the Ford Friendship Express program, we cut an old boat in half from our friends at Buffalo Maritime Center to create an interactive pop-up display showcasing our donation to them as well as other local non-profit organizations.

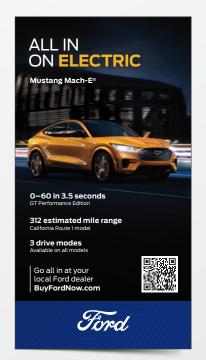
As part of our Auto Show food drive, we took over the bed of a Ford F-150 with 3D food displays.

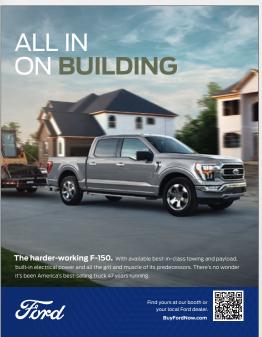
And to really encourage foot traffic, we custom built a table game—complete with green felt and a big spinning wheel—and hired a dealer to host a trivia game with attendees for the chance to win Ford-branded prizes.

Our clients were all-in on results, too. Over the course of the show, the WNY Ford Dealers generated 1,347 new leads, converting 13.3% to new sales. Plus, our efforts earned more than 8 million views in organic media coverage.

Our only problem? Figuring out how to top it next year.







**PROGRAM ADS** 

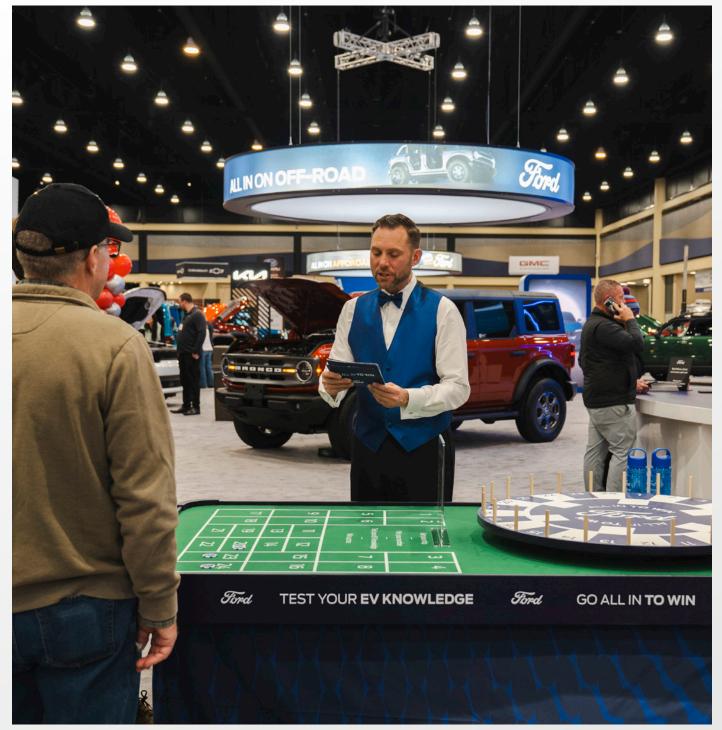




HANDOUTS

Buffalo, Rochester & Erie – Supporting Print

Find yours at our booth or



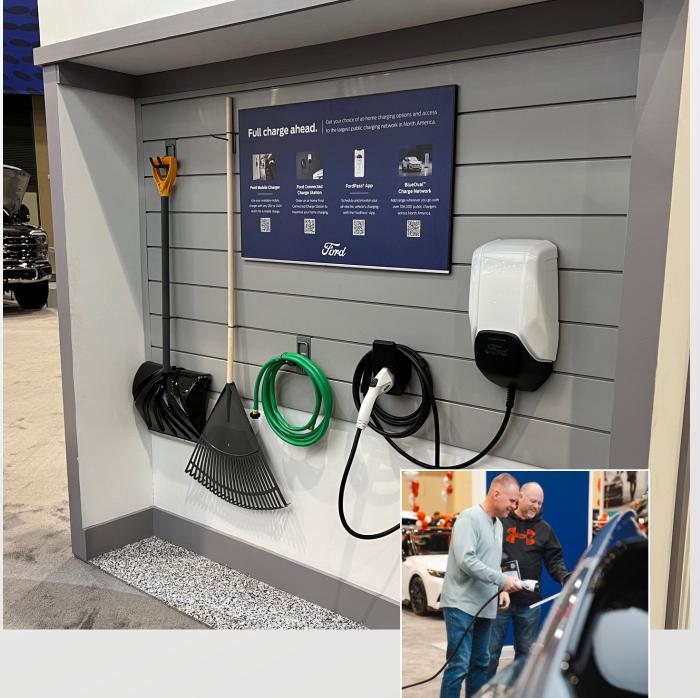


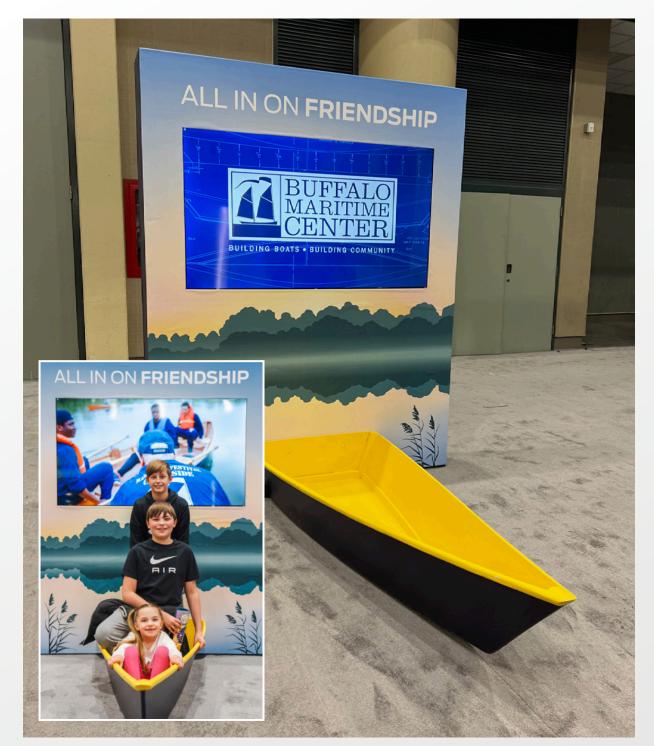




Buffalo & Rochester – EV Gaming Activation









VIDEO REEL CLICK THE SCREEN TO VIEW

















INSTALLATION



VIDEO REEL CLICK THE SCREEN TO VIEW

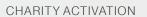
GENERATED

EV CHARGING GARAGE

CONVERTING

VIEWS IN ORGANIC MEDIA COVERAGE







EV GAMING EXPERIENCE





