

WE HELPED HYUNDAI DOMINATE THE MPLS CONVENTION CENTER FOR THE TWIN CITIES AUTO SHOW

STRATEGY

Hyundai utilized various skyway media formats to establish a strong presence in the Minneapolis Convention Center area during the Twin Cities Auto Show. These formats included static and digital panels, wallscapes, floor and pillar clings, elevator wraps, and an exterior wall, strategically placed at entrance/exit points and ramp locations.

RESULTS

Using stunning graphics, Hyundai created a buzz around the Twin Cities Auto Show and the brand was truly the first and last impression for event attendees creating an immersive experience in the skyway walkways, parking areas, and across the downtown core. Over 40,000 people attended the event and were exposed to one or more of the Hyundai campaign formats. The Hyundai team reported that many event attendees who stopped by the booth expressed seeing the graphics and thought it created a fun atmosphere surrounding the event.



SOURCE: MINNEAPOLIS/ST. PAUL BUSINESS JOURNAL
DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.



“Our dealer group really liked the prominent display of Hyundai signage throughout the city. We were happy with the placement and the effectiveness of the Hyundai messaging. We are looking forward to dominating the landscape again next year.”

— **Juston Anderson, GM of Buerkle Hyundai**