

TRO changes the rules for launch of Chevrolet's new cruze

The retail launch of the new Chevrolet Cruze took place at Millbrook Proving Ground on 7 July. Designed by TRO, the event combined business and marketing update training sessions with ride and drive activity for two consecutive audiences: 130 retailers and 40 Chevrolet head office staff.

TRO was responsible for all design, creative and production work for the launch, applying one of the car's key marketing messages – that of changing the rules – to the planning of the day's programme. The rules were changed from the start at Millbrook, with delegates being put directly into the Cruzes on arrival, where they drove down to the venue whilst listening to the event's opening address via an in-car CD - rather than the standard business meeting address in plenary style.

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Les Turton, Chevrolet's Marketing Director said: "TRO have really embraced the Chevrolet Cruze 'changing the rules' theme and applied it creatively throughout the event concept. All delegates had an experience to remember."

During the event's business meeting, attendees got to select and vote on the presentations they wanted to hear from a range of offered options.

Lunch began by celebrating the Great British staples of Fish and Chips, All Day Breakfast and Toad-in-the-Hole, but went on to break all sensory rules with a dessert that appeared to be Prawn Cocktail, but was in fact lychees and raspberry sauce.

TRO was responsible for all design, creative and production work for the launch. In 2008 General Motors consolidated all of their experiential and live event activity with TRO, and the agency is currently working on a number of other initiatives including the launch of the next generation Astra later in the year.