



Events done differently

When SsangYong needed help with its events loop realised a fresh approach was required.

Rather than going head-to-head with more established brands, with bigger budgets, the agency mixed things up to create lower budget events that would really appeal to target media - dialing up the fun in the process.

The first was the #PackedLaunch in a lunch bag, a festive road trip to a Christmas market in Europe, and a 'Dirty Weekend' with off-roading, hot tubs and handcuffs!

"The response from the events was fantastic and journalists are engaging much more positively with the brand as a result."

What we did

- Creative consultancy
- Launch planning and delivery
- List building
- Invitations
- Asset creation

How we did it

- Working closely with the brand
- Understanding the brand's issues
- Flexibility and creativity



200+
Media

100%
Positive feedback

1
Happy Duke of Marlborough