

CLIENT: XM Satellite Radio

CATEGORY: Auto Show Exhibit

AUDIENCE: Automotive press and consumer auto show attendees

MARKETING CHALLENGE: Strengthen XM's brand presence in the automotive market, reinforce their relationship with OEM partners and help drive customer demand at major auto shows while delivering the best possible return on investment.

STRATEGIC APPROACH: Develop a three-year approach that establishes a consistent XM brand message across all venues, gives OEM partners equal emphasis, makes a highly positive impression among auto show attendees and amortizes costs.

CREATIVE EXECUTION: The customizable, modular booth is designed to stand out from OEM displays with the dominating presence of the XM Satellite Radio Tower, which is bordered by enormous renderings of XM's signature sound waves and highlighted by a large video screen. Listening bars focus attention on XM's latest hardware, and a web interface and car-like listening booths allow attendees to "test-drive" XM's channel line-up. Concerts by unsigned artists on a special performance stage attract attention at larger national shows.



*Establishes a consistent
XM brand message.*