

## HELLOMOTO ROADSHOW

MOTOROLA MOBILE DEVICES, HIGH GROWTH MARKETS



### Objective

To generate pre-launch awareness of Motorola's mobile devices portfolio in the High Growth Market region for media and key customers as well as create demand ahead of the critical festival buying period. Products included KRZR K3, RAZR™ V3xx, RAZR maxx V6, RIZR Z3, MOTO F3 and W220.

### Campaign

The Sauce Agency created a fully integrated concept which was 100% transportable and customisable for local markets in a very diverse region. The travelling HELLOMOTO Roadshow provided a first time hands-on experience of the new products for media and key customers. The Roadshow maintained a kaleidoscope theme as a distinctive and stylish way to illustrate the dynamic diversity of lifestyle and technology, design and fashion, colour and form. Phones were categorised into areas including MOTODESIGN, MOTOCONNECT, MOTOMUSIC, MOTOSPEED and DYNAMOTO. The Sauce Agency designed, created and built all event assets, key graphics and visuals, videos and presentations, as well as providing a full event and technical blueprint for local markets. Media materials including press releases, key messaging, product information and keynotes for senior executives were also produced. Event staff from The Sauce Agency travelled with the Roadshow to ensure smooth running as well as to pre-brief Motorola staff and executive speakers. The Sauce Agency also managed carriage and travel of all assets between events.

### Result

The HELLOMOTO Roadshow travelled to ten countries in seven weeks including Dubai, Turkey, India, South Africa, Pakistan, Thailand, Vietnam, Singapore (including media and customers from Philippines and Indonesia) and Australia. It was attended by 700 media and 1800 customers across the High Growth Markets region and generated over 320 media articles.