

Penguins, Ignition and drp drive Hyundai success

Hyundai Case study – Product Showcase

This year Hyundai hosted their first showcase event for their UK dealer network. This event was an opportunity to deliver an interactive experience designed to facilitate the personal learning needs of their dealers. Early in the agency selection process, the Hyundai team identified the benefit in creating partnerships between agencies who had strengths that complimented each other. Event agency Penguins and specialist training agency Ignition joined forces to deliver a solution.

Penguins worked closely with Ignition to create and deliver a one-of-a-kind dealer showcase, which spanned three days. Early into the process, Penguins introduced a third agency, drp. drp were able to offer their unique venue '212 Studios' – the UK's largest dedicated corporate communications facility – which was transformed into an immersive experience of the Hyundai brand for the three day dealer event.

Penguins managed all event logistics and, with dealers arriving throughout the day to begin their selected sessions, ensured a positive welcome experience with seamless transitions between sessions.

Prior to the event, each delegate received an invitation to a bespoke event app created by the digital team at drp. Here, the delegates had the opportunity to pre-book time slots for the sessions they wished to attend including their start time and when they had a break for lunch. In previous years there was little flexibility in the agenda, with dealers attending at fixed times and fixed schedules. This point of difference was a key driver for the decision to select Penguins and Ignition due to the flexibility of the solution offered to their dealers.

The app also facilitated further learning. One of the key objectives of the event was to create 'Product Experts'. Ignition and the digital team at drp delivered an in-app

learning experience. Ignition developed a number of tasks to be completed by the dealers, some were to be completed pre-event whilst others were unlocked within the app as the dealers moved through their sessions. The tasks were scored, and a leader board placed in the central event space for all to see. At the end of each day, prizes were awarded to the top three dealer experts, with ultimate prizes for the top three experts across all of the days. This added a thread of gamification and engagement, which flowed throughout



the entire event experience.

Ignition led Penguins and drp to build learning into every step of the experience in an intuitive way. Each of the six sessions were designed to deliver maximum impact and encourage dealer interaction. The sessions included three experience drives, in which the dealers were able to test-drive the new Santa Fe, i30 N-Line and Tucson on the roads and lanes surrounding 212 Studios. Each of the vehicles were fitted with Ignition's CoDriver product information system, which were displayed alongside the leader board in the central event space, QR codes were then scanned to track the drivers of the vehicles at any point in time. This

allowed the delegates to have an independent driving experience of the vehicles and get to experience the new models in action.

The remaining three sessions took a dive into the improvements made to the car models. The session 'Explore Tucson' saw one of Ignition's product specialists directly compare the new and old model of the vehicle together. After an introduction to the improvements, the dealers were given an opportunity to explore the vehicles side by side. This session was further enhanced with a look at the Tucson's three key

competitors. Not only did the dealers get the opportunity to explore the competitor vehicles, Ignition had interviewed owners of the competitor vehicles. These interviews were shown on screens allowing the dealers to see opinions and perceptions of owners of competing vehicles, why they bought the vehicles, a look into their decision-making processes and what their views were on the other similar vehicles, which included the Tucson.

The 'Explore NEXO' and 'Explore Santa Fe' sessions were combined. Dealers spent 30 minutes with an Ignition product specialist for each model. With the Santa Fe, dealers were given the opportunity to see the

vehicles on the backdrop of a range of environments with floor to ceiling projections. Also, in this session, the groups were split into three teams, each with their own vehicle to explore. Ignition's vehicle specialist then asked each team to select a new feature of the vehicle using a hand held camera, which was projected onto the backdrop. The team then had to sell this feature to the wider group. This session turned into a real conversation point, allowing the dealers to uncover the new features for themselves, share opinions on selling techniques and discuss potential objections. Once complete, the groups would move through to studio two where the NEXO – Hyundai's second fuel cell car was on display. To gain a better understanding of the

