

NEXO, the group were once again split into three teams. One team watched a video of the NEXO in action; this was accompanied by a fact file about the vehicle: new features, science behind the car etc. Another team were given iPads to access interactive slides on the special features the car included. The final team were able to ask the host from Ignition and the Hyundai product manager any questions they had about the car, whilst also sitting in the vehicle and viewing the features first hand, these groups then rotated.

The final session to be discussed is the interactive lunch session. Here drp created 'Unlimited Avenue'. This studio took on a street theme, displaying a number of Hyundai models, the innovative 'Turning Petrol Heads' helmets featured in the latest TV commercial, as well as a goalie shoot out competition to promote their official partnership with Chelsea Football Club. This was available for the dealers to peruse, with Ignition and Hyundai vehicle specialists at hand to answer questions as

dealers walked around the numerous street food stands, which dotted the street, each with a different offering.

No space was wasted at 212 Studios. As dealers moved between sessions, the walkways and corridors were transformed to highlight key aspects of Hyundai's marketing and brand awareness activities. One corridor was transformed into the changing rooms of Chelsea football ground, alongside a trophy room to highlight their official partnership. Whilst two tunnels were created between the studios one showcased the Mercury Prize partnership with discs featuring the recent nominees and winners of the prize whilst the other was used to show their dealers the work that the Hyundai team are carrying out as official partner to charity 'Stand Up To Cancer'.

As an added bonus session, a mini off road driving course was created at the 212 site giving dealers the opportunity to see experience the off road capabilities of the Santa Fe.

Hyundai commented: *Our vision for our first Product Showcase was to move away from traditional prescriptive automotive training and put delegate choice at the heart of the whole event. Our agency partners, drp and Ignition, worked collaboratively to build on this vision and create a unique, innovative and brand-immersive experience for our retailers to learn more about our exciting new products. From session content to production and logistics, drp and Ignition put the delegate experience at the forefront. Feedback on all aspects of the event has been fantastic and it's certainly set the course for our future training events.*

