

Case Study: Mack Trucks Launch

Type: Automotive Industry
Venue: Sydney Showground, The Dome
Client: Mack Trucks
Date: 26 November 2009



Attack of the Macks

WHAT WE DID: Iconic truck company Mack Trucks recently partnered with Sydney Showground to create a unique and memorable launch to showcase their next generation of machines. Potential buyers were treated to a dazzling display of the latest models and took part in an array of interactive activities to experience the trucks first hand. Sydney Showground again proved itself to be a one of a kind launch venue with the flexibility to provide indoor and outdoor spaces for buyers to inspect the latest offerings from Mack, and get a hands-on demonstration. Sydney Showground's proximity to several Sydney Olympic Park Authority hotels, including the new five star Pullman hotel, was also a great benefit to the Mack Trucks team who were able to book all of their clients into the convenient, on-site accommodation.

SPECIAL TOUCHES: As part of the launch, multiple Mack Trucks were driven into Sydney Showground's Dome building amid a spectacular sound and light display. Later on, the Dome provided a perfect location for visitors to witness the trucks' capabilities up close, with around 600 tonnes of sand dumped in the venue for various earth moving demonstrations. A standout feature of the Dome building is its highly accessible loading dock which makes the process of bumping an event in and out significantly easier. Sydney Showground is one of the only event sites in New South Wales capable of providing a covered space such as the Dome that is big enough to hold such large machinery with plenty of room to spare for seating and entertainment. After the launch, participants were able to take the trucks on a test drive around the secure streets of the Showground and Sydney Olympic Park to familiarise themselves with the latest truck technologies. Showground staff were able to facilitate this process and

make it a possibility, highlighting the versatility of Sydney Showground and the flexibility that comes from such a unique venue space.

CHALLENGES: It was very important that people attending the launch were able to test drive the trucks across both sloping and flat ground, and event organisers worked with Sydney Showground to map out an appropriate route. On the day, Sydney Showground staff had to ensure that the number of large trucks used for the launch were able to move around the site with relative ease, especially as the launch coincided with the set up process of the Sydney Telstra 500 V8 supercar racing event also taking place at Sydney Showground.

OVERCOMING CHALLENGES: The launch involved thorough logistical preparation to ensure the trucks could move freely around the site, and due to Sydney Showground's strong relationship with Sydney Olympic Park Authority, the staff were able to close roads as needed, and effectively monitor the flow of traffic to help ensure ease of access for people taking the trucks on demonstration drives across both precincts. Showground staff also provided early access for the launch bump in, and were able to accommodate last minute changes in delivery times which allowed for a stress-free set up.

CLIENT'S COMMENT: "The event provided a unique opportunity for buyers to inspect the latest offerings from Mack Trucks and helped the company foster important relationships with both current and future owners. The Sydney Showground team exceeded our expectations delivering this event – they were excellent to deal with and did everything in their power to make things happen."
 Susan Greystone – CEO Simply Great Ideas