

# MACK TRUCKS LAUNCH



## Attack of the Macks

### WHAT WE DID

Iconic truck company Mack Trucks 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.

### SPECIAL TOUCHES

As part of the launch, multiple Mack Trucks were driven into Sydney Showground's Dome 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. 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.

### CHALLENGES

It was important that potential buyers 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. 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.

### 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

**EVENT TYPE** Product Launch

**EVENT CLASS** Function

**INDUSTRY** Automotive

**CLIENT** Mack Trucks

**VENUE** The Dome

**DATE** 26 November 2009