



Case Study

Chevrolet 'Malibutique' Mall Program

- Agency Partner: General Motors R*Works
- Divine Management led the execution of the Chevy 'Malibutique' mall program, which was designed to introduce women to the newly redesigned 2008 Chevy Malibu. Each display was highly interactive and included free make-up applications, face painting for children, opportunities to schedule test drives and to speak with a product specialist.
- Divine Management activated the program in 17 malls and managed everything from negotiating the sponsorship terms with each mall to selecting and managing product specialists and all vendors and collecting consumer insight data
- The program was wildly successful with close to 85,000 consumers participating in the 'Malibutique' sweepstakes, 2,000 test drives scheduled at local dealerships and 450 cars sold within a four month period





Case Study

Chevrolet HBCU Tour

- Agency Partner: Campbell-Ewald
- Campbell-Ewald was trying to create a cutting-edge initiative that appealed to a young African-American audience. Divine Management developed the Chevrolet HBCU Tour and was selected to execute this highly-targeted marketing program. The major components of the program provided Chevrolet with high-visibility at Homecoming celebrations and Classic football games and also included the presentation of scholarship funds to deserving students.
- The company managed all aspects of executing the tour including selecting the schools and locating events for activation, producing all displays and marketing collateral, local publicity efforts and incorporating community and celebrity participation
- Over a three year period, the program exposed over 200,000 unique consumers to Chevy's product line, generated 7,000 qualified leads and invested \$440,000 in scholarships and donations to HBCUs on behalf of Chevrolet

