



CHEVROLET x MACY'S

CASE STUDY

HOLIDAY MALL

Program



Holiday activation • Retail engagement • Interactive display



TURNING A HOLIDAY DISPLAY INTO AN INTERACTIVE WISH EXPERIENCE

Holiday program featuring Black Friday hospitality, mall activations and a wish-themed 2013 Chevy Malibu experience.



PROGRAM HIGHLIGHTS

Chevy and Macy's holiday program kicking off a long term partnership

Black Friday hospitality at 2 locations and holiday mall execution at 10 locations

A wish-themed interactive display featuring the 2013 Chevrolet Malibu invited consumers to make three wishes: **one for their family, one for a friend, and one for themselves, with the chance to have all three wishes come true.**



CHEVROLET X MACY'S / HOLIDAY MALL PROGRAM

