

Chevy-Macy's - Holiday Mall Program



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CHEVROLET Program Highlights*

- Chevy and Macy's holiday program kicking off a long term partnership
- Black Friday hospitality - 2 locations and holiday mall execution - 10 locations
- Wish-themed interactive display, featuring the 2013 Chevrolet Malibu, consumers made (3) wishes - one for family, one for a friend, and one just for them; with the chance to have all three wishes come true!

*Worked on behalf of another agency to complete program