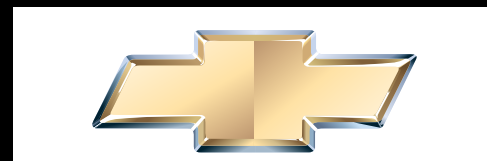




# campaign summary: chevrolet

**Client Name:** Chevrolet  
**Campaign Name:** Chevy Malibu  
World Series Deployment



**Campaign Objective:**

At the 2007 World Series, Adwalkers® engaged consumers and invited them to vote for 'The player you can't ignore' for a chance to win an all-new Chevy Malibu. By recording the consumer's vote, Chevy was able to collect market research data and other information.

A printout reminder directed consumers to the Chevy Malibu website and a giveaway keychain helped retain branding.

**Campaign Location:**

Around the stadiums at all four 2007 World Series games in Boston, MA and Denver, CO.

**Measurement:**

Adwalkers recorded an estimated 253,822 impressions over the four games with 2120 data leads generated.

**Client Comments:**

Adwalker was successful at deploying 15 brand ambassadors within just a week's notice to generate thousands of leads for Chevy.