



## CASE STUDY: RIVIAN RIDE & DRIVE

### Objective:

Drive awareness to Bay Area dealership, lead generation, and sales.

### Campaign Elements:

- One 10' x 20' space for a static vehicle display, plus ambassador station during busy weekend holiday market event
- Three onsite vehicles for test drives
- Event promotion on all digital & social media platforms

### Term:

December 20-21, 2025

