

Porsche – Volkswagen road show



Porsche SCG had just entered the market of Serbia and Montenegro and they wanted to make people aware of their entry to the market and their strength. Porsche is the largest car distributor in the CEE region distributing powerful brands such as Audi, Seat, Volkswagen and Porsche owned completely by the Porsche family.

Client gave a specific brief to organize a road show in seven largest cities of

Serbia and Montenegro.

Kreativa brought in a 17 meters long VW fully branded truck. The truck could be unfolded into a stage and several performers and artists would stage during the event in each city. All of the models in the VW range were exhibited. The road show ended in Podgorica, Montenegro with a concert that was attended by some 40,000 people. The whole road show was visited by approximately 200,000 people.