

Brandscape launches new Mercedes GLK SUV



Brandscape Middle East has launched the new Mercedes-Benz GLK-Class at an innovative roadshow in Dubai.

Brandscape was asked by Daimler to create a series of experiential events throughout the Middle East to mark the launch of the GLK.

Our solution was a contemporary roadshow involving transportable off-road obstacles that could be delivered within budget at seven locations around the region including Dubai, Qatar, Saudi Arabia and Abu Dhabi.

The roadshow is visiting busy shopping centres and public spaces to engage with the GLK's young, professional and urban target market. In these locations prospects are able to put the GLK through its paces,

whilst affluent, local passers-by can get a good view of the car tackling the purpose built, themed obstacles.

In the centre of the 4x4 track is a branded, inflatable dome, used for hospitality purposes. The air-conditioned structure contains a presentation suite, two display vehicles and an area for guests to relax.

The first roadshow has just taken place in Dubai and proved to be a great success. The Mercedes-Benz distributor in Dubai stated that they had seen excellent quality footfall and a higher than expected conversion rate.

