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**CAMPAIGN: SUBARU AT THE 2021 LOS ANGELES
AUTO SHOW**
CLIENT: SUBARU**COMPANY: EWI**

As a trusted events and exhibit partner, EWI creates engaging events and experiences that reinforce the character of our client's brands.

In 2019 Subaru debuted a "National Park Experience" at the New York Auto Show. One publication called it "the most Subaru thing we've ever seen."

Its success emboldened Subaru to have EWI, along with its partners, to expand the experience to almost three times its size for the Los Angeles Auto Show in November 2021. The exhibit brings Subaru and its commitment with their National Parks sponsorship into its "wilderness experience" in a host of unexpected, delightful ways:

- A National Park-themed Welcome Center touted Subaru's environmental track record, awards and partnership with the National Park Service, while serving as a gateway between Subaru's distinct space and the rest of the auto show.
- A dedicated LED theater with LED floor, scents, and snow, to present Subaru's commitment to the National Parks and introduce the 2023 Solterra, Subaru's first Electric Vehicle, with a sunrise-inspired reveal.
- A rope bridge brings a sense of elevation and exploration to the space, giving show goers a different perspective from which to view the space. On one side of this bridge, a rough-sawn log cabin contains a booth with video and a/v controls.
- Our in-house digital team created a no-touch "Subaru loves the Earth" digital experience that demonstrates Subaru's commitment to the planet (via zero-waste manufacturing, partnerships with National Parks, and other environmental initiatives). The interactive is housed inside of an expansive 30-foot cave, complete with a stalactite-covered ceiling.
- A dedicated Performance Area highlights Subaru's retail performance cars and

motorsports activity (such as a car used in recent gymkhana viral videos).

- Following through on Subaru's promise to be a brand of love, the Subaru Loves Pets, on-site Dog Park gives show-goers with a chance to fall in love with (and even adopt) dogs from local shelters. Even the most exhausted show goers become reenergized inside of the pet area, with smiles from ear to ear.

From design to execution, EWI had a hand in every detail (down to the live vegetation and smells inside of the booth). And the resulting exhibit was truly immersive – transporting guests from inside an auto show to an environment where Subaru is the star. We designed with flexibility and adaptability in mind to ensure the exhibit would work well at shows with different space constraints and floor plans, and handled transport, set up, and logistics. As with most builds, we worked closely with trusted partners to ensure execution was easy and flawless.

LET'S WORK WONDERS

Interested in creating some magic of your own? We support clients at all phases of the experiential marketing journey – from creative concepts to installed execution – and we back our strategy and creativity with state of the art in-house production facilities, logistics and client support. Let us show you why our client relationships can stand the test of time.

