



### Objectives

Promote the arrival of the Cars characters on the UK leg of their European tour

Perform a category role endorsing the Cars brand and setting Cars up as the must see movie

Amplify experience beyond the Cars Franchise - create PR opportunities

### Solution

Wax Live designed and produced a 30m x 34m interactive zone for Disney Cars at the 2008 British International Motorshow. Made up of 7 separate areas, it incorporated a showcase of 3 of the actual Cars and Mac, a chill out zone with gaming pods, face painting and colouring, 'Carioko' competition stage and Mattel play room. Visitors had the chance to win a selection of branded goodies and to take home a souvenir photograph of them on the winners podium alongside their favourite Cars characters.

### Results

Over 10,000 visitors came to the stand, and hundreds of prizes were handed out during the many daily competitions. A scaled down version of the experience is currently touring 5 of the UK's largest retail parks.

