

ve
Space
CASE STUDY



MAN Truck & Bus UK
#MySimplyTruck Roadshow

OVERVIEW

MAN launched their new Truck Generation in Bilbao, Spain, in February 2020 and planned to showcase this to the UK market.

As part of the UK launch activity it was decided to run a week-long ride & drive event at Millbrook Proving Ground in July.

Due to the Coronavirus pandemic, this event was cancelled and in its place a regional 'Roadshow' Ride & Drive to see the truck in action was planned for August because lockdown measures had eased enough to make this possible through a COVID-safe and cohesive plan.

Roadshow

Multiple
locations

315 delegates

15 customers on
rotation each day
and only 3
customers on site at
any one time

Read on to see how we did it...

HOW WE DELIVERED IT



HITTING THE ROAD

To keep within Government guidelines where business events up to 30 delegates are permitted in COVID-secure venues, it was decided to take the truck on the road and organise a series of roadshows, minimising the travel customers had to make by us coming to closer to them.



MAKING IT COVID SAFE

There was extensive cleaning procedures throughout, with a dedicated clean after each rotation. Time slots were hourly inclusive of a 15- minute break between customers to allow for sanitation of the vehicles. Hand sanitiser was made available everywhere and posers tables were used for minimal touch points. PPE was made available on site too.



LOCATION

The roadshow was held for three days in each of the following locations that matched the MAN Truck & Bus sales regions: Colchester, Harrogate, Newton-le-Willows, Reading, Exeter, Stoneleigh and Cardiff.



EVENT LOGISTICS

Each event was held outside and to minimise crowding. There was a maximum of 15 customers on rotation each day and only 3 customers on site at any one time. There were 3 trucks, 2 static displays and 1 exhibition unit onsite. Our customers were greeted by their MAN sales representative who gave them a short presentation before they took the truck out for a drive.



REGISTRATION

Upon registration, customers were asked to fill out a disclosure form prior to arrival with the general questions about symptoms, overseas travel, contact etc. This form was kept for 21 days after the event for track and trace purposes.



CATERING

Minimum catering was provided onsite. Customers were offered singular wrapped snacks and a bottle of water and staff were served singular lunch bags.

THE VENUES

PAVILIONS OF
HARROGATE



HARROGATE

HAYDOCK PARK
RACECOURSE



NEWTON-LE-
WILLOWS

NAEC
STONELEIGH



KENILWORTH

THE VENUES

MADEJSKI
STADIUM



READING

JOBSERVE
COMMUNITY STADIUM



COLCHESTER

CARDIFF CITY
STADIUM



CARDIFF

WESTPOINT
ARENA



EXETER

CHALLENGES

- Our main challenge was to ensure we adhered to Government guidelines to deliver a safe event for MAN Truck & Bus and its customers, but still achieve maximum ROI.

OUR SOLUTION

- A roadshow style format, allowed us to take the truck to the customers – reducing impact on travelling and overcrowding for potential high delegate numbers.
- When considering the venues, it was important we had the right venues on board who were all able to demonstrate policies put in place for customer safety.
- We worked with each of the individual venues to ensure there was adequate spacing for each of the rotations and that strict cleaning measures were put in place with a dedicated cleaner at each site.



OUTCOME

- Despite not being able to run the weeklong event at Millbrook, we were still able to deliver a safe event that allowed MAN Truck & Bus to showcase their latest product to their customers.
- Feedback from Customers was excellent and they appreciated that despite the crisis MAN had still managed to showcase the New Truck Generation in a professional safe manner and by holding the event regionally limited the time and distance they would have to travel therefore achieving a high overall attendance rate.





“2020 has certainly been a year we won’t forget with the ongoing changes to our events programme due to the pandemic. It’s so important that we keep our Customers and our teams safe and the support from veSpace in helping us achieve this has been incredible.

Throughout the year we have continued to monitor government guidelines to ensure we put the relevant safety measures in place and veSpace have guided us during this process. Through effective communication and collaboration we were able to carefully get our trucks in front of our Customers with a COVID-safe and successful roadshow. And for that I would like to say thank you – you really are an extension of our team!”

Martin Pickering
Head of Marketing



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