



# CASE STUDY

## MERCEDES-BENZ TRUCKS LAUNCH

<b>CLIENT</b>	Mercedes-Benz Trucks
<b>GUESTS</b>	250
<b>GUEST ORIGIN</b>	Nationwide
<b>DATE</b>	18-19 October 2016
<b>DURATION</b>	6hr launch + 2hr drive experience
<b>VENUES</b>	Private farm in Freshwater, Cairns Airport
<b>ORGANISED BY</b>	The Laneway Group
<b>ORGANISATION TYPE</b>	Professional Event Management Company
<b>ORGANISING TEAM</b>	5 staff

### EVENT BRIEF

**EVENT PURPOSE:** A one-off customer event to launch the range of new Mercedes-Benz Trucks.

**ATTENDEES:** All guests were key customers of Mercedes-Benz Trucks along with some motoring media.

**YOUR ROLE:** The Laneway Group responded to the original brief which was to showcase the “Australianness” of the Trucks and to give guests an original and memorable experience.

**WHAT MADE IT SPECIAL:** We found a farm in Freshwater in Cairns and designed a reveal sequence that involved a traditional cane burn.

10 trucks were revealed by driving through green cane to be parked around the edges of a marquee set for a formal dinner catered by NuNu.

**YOUR BACKGROUND:** The Laneway Group has been designing and producing creative solutions for our corporate clients for over 10 years.

We are Melbourne based, however we produce work all up the Eastern coast of Australia. TNQ is one of our favourite destinations to pitch to clients - both business owners used to work in the special events fields in Port Douglas many years ago and the area holds a special place for the.

The Laneway Group believes that TNQ is one of Australia’s best business tourism destinations.



## EVENT OVERVIEW:

**OBJECTIVE:** Objectives of the launch were to highlight the significant investment Mercedes-Benz has put into these new trucks with over 1 billion hours of testing before being released to the market.

The customers needed to walk away and feel that Mercedes-Benz trucks really understands them, wants to help them with their business goals by partnering in the supply of these trucks that are now the most fuel efficient on the market with the lowest cost of maintenance.

Not to mention the stylish comfort that comes with all Mercedes-Benz products.

**THEME:** Australia

**PROGRAMME:** Formal sit down dinner at the Freshwater farm with an overnight stay in Cairns, followed by a drive experience on a disused runway at Cairns Airport.

## TROPICAL NORTH QUEENSLAND AS THE HOST DESTINATION?

**WHY TNQ?:** The Laneway Group felt that we could create an incredible "Australian" feel to the event while still providing a 5 star experience for guests.

**WHAT YOU LOVE MOST ABOUT TNQ:** There are many reasons why The Laneway Group loves to bring our clients and their events up to TNQ. Including:

**Great direct flights** from all over Australia

**Hotels are accommodating and experienced** with business tourism. We find the account managers at TNQ hotels very accommodating of our sometimes unusual requests (i.e. delivery of x300 Akubra's that need to have all their boxes kept so that we can send back the sizes that didn't fit for a refund!)

**The local caterers are first class.** We have now done a number of events with the team at NuNu and cannot rate them highly enough. Nick and Jason run a very slick outfit with delicious food and first class service on every job coupled with a minimum of fuss!

**The local suppliers are fabulous** – there is no need to bring in a team of trusted suppliers from down south when we have a network of great suppliers right here in Cairns / PD, including Underwood Party Hire who provided the marquees and chairs, and Simon and Russell Harris who kept our guests entertained all night.



## CHALLENGES AND TRIUMPHS?

**ISSUES:** We didn't hit any issues with this event - we worked with the client for 10 months prior to make sure of that.

**KEY SUCCESSES:** The Savina farm in Freshwater was the perfect location for this event and Nathan was just fabulous and very accommodating to work with. Likewise the team at Cairns airport were also wonderful and, from the first contact right up to the last security guard who waved us off, they were helpful and flexible. It is one thing to come up with a bunch of great concepts that look pretty on paper and another thing altogether to produce them in real world situations. The suppliers in Cairns worked with The Laneway Group on every element to seamlessly bring the whole concept to life. The event will be remembered by many people because of the great team effort.

**OUTSTANDING PROGRAMME HIGHLIGHTS** The outstanding highlights were in no particular order: every element at the Savina farm; arrival PDD's with a traditional cane burn; the reveal of the trucks; the divine NuNu catering; the after-dinner entertainment and drinks; the drive experience at the end of one of the disused runways at Cairns airport just before the guests flew home.



**EVENT OUTCOMES:**

*"Hi Jesse and Jo,*

*Wanted to drop you another quick e-mail to say thank you so much for all your ideas and hard work over the past months and especially last few days to bring to life the success of this event for our brand.*

*It was a risk but I think it's paid off for us. The e-mails from our Dealers and customers keep coming through thanking us for a great event, which comes down to the details we have thought of and delivered.*

*...Guys, please also pass on my thanks to Nu Nus, the AV company, your stylists, the cane farmers and anyone else I may have missed, can't say it enough how much I appreciate everyone's efforts to deliver such an outstanding event...*

*Again, thank you, and can't wait to work on the next big awesome successful event with you guys!!*

*Kind regards,*

*Maddie"*

**Maddie Frayne**  
Marketing Manager Mercedes-Benz Truck and Bus

