



## Case Study



A 3-day brand immersion program to create buzz and increase understanding around new brand and product strategy

### Results

- A multi-year, **leading-edge brand initiative** for Mercedes EV product launches.
- **Full venue redesign** of the Mercedes-Benz Visitor Museum into the EQ Explorium.
- The learning journey includes **interactive exhibits**, a **VR** experience, **gamified digital event guide**, two **factory tours**, and a series of **driving competitions**.
- **38% more brand knowledge** over 2,200 participants.
- **99% average satisfaction rating** across the board.



Our partnership has been exceptional. The program is certainly great and more applicable to our brand. The partnership between our company and GP Strategies, in my opinion, was something that we worked together on to create a very good journey and something that's truly special.

– Jason Fullman  
Department Manager,  
Retail Training