



CONSUMER RESEARCH SHOWROOM

When your very name is synonymous with luxury, every move you make is a brand defining statement. So, when Bentley Motors wanted to gather reactions from its customers on its brand new SUV concept vehicle, the EXP 9 F, it partnered with Broadstreet to create an experience befitting the iconic brand.

The EXP 9 F is a work of art on wheels, so Broadstreet went to the heart of the Gallery District in SoHo, NYC, to install the handcrafted performance vehicle. Bentley owners were invited to experience the concept vehicle in a scene-stealing environment in a neighborhood known for stopping traffic.

Guests were provided premium beverages and light fare while enjoying a detailed tour of the vehicle by members of the design and marketing teams. Following the tour, Bentley owners were invited to share their initial reactions in one-on-one conversations that were videotaped.

The one hour experience gave guests a preview into the future of the luxury vehicle manufacturer, and allowed them an opportunity to help shape the look and feel of the new SUV.

Bentley executives deemed the event a success; it combined the perfect balance of both brand experience and field research.