



## CLIENT PROFILE VOLVO

The Swedish car brand, Volvo wanted to be the "car of choice" for a more diverse customer. Through the BIGGER PURPOSE METHOD, we created 2 events to achieve that.

**The Swedish brand Volvo, known for its "safety quotient," wanted to be the "car of choice" for a more diverse customer.**

December 2019, we came up with a two-event partnership. My system for bringing awareness to a brand is bringing people together for a bigger idea: Using my BIGGER PURPOSE METHOD, we arranged a Wine Tasting Masterclass and an event for International Women's Day.

The Manhattan Volvo showroom, unlike most dealerships, featured a living room space. We partnered with a female Iranian Sothebys wine advisor to host a wine masterclass to teach women confidence in ordering fine wine at business dinners. Surrounded by Volvo vehicles. Manhattan Studio Manager Martin Hansson opened and offered attendees a free weekend to experience a Volvo car.

Event 2 was a dinner to celebrate International Women's Day. Attendees met at the Volvo showroom in Manhattan. Martin and his team drove the ladies to Swedish restaurant Aska in Brooklyn in Volvo cars. Once at the restaurant, Martin and the restaurant offered opening remarks. The attendees then masterminded challenges.



**MARTIN HANSSON,  
MANHATTAN STUDIO  
MANAGER**  
Volvo

## BENEFITS

One of the attendees bought a \$60,000 hybrid SUV within the week. Two more reviewed options for purchase, fulfilling the event promise, which was to offer Volvo to a more diverse customer base