

SHOW MEDIA

PRESENTS A COMPLETION REPORT FOR



NAUTICA

NAUTICA FATHER'S DAY IN NYC

June 14th and 15th, 2012, Show Media branded 10 jeep wranglers in Nautica material to hit the streets of Manhattan kicking off the Father's Day 2012 Weekend. Nautica took over the Pix11 news station, lining the streets with the branded jeeps and ambassadors, while securing a feature spot on the morning broadcast.

The team of 10 ambassadors distributed thousands of coupons, cologne, and various product samples to pedestrians on the streets of NYC. Wranglers gave complimentary rides to commuters from both Grand Central Station and Penn Station as well as shoppers at Macy's and Lord & Taylor. Inside each vehicle, an interactive tablet allowed the rider to view a special Father's Day video and then browse the Nautica website.

The branded vehicles garnered over 2.2 million impressions throughout the city during the two-day event.



NAUTICA BRANDED VEHICLES



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