

**SHOW MEDIA**

PRESENTS A COMPLETION REPORT FOR



**VICTORINOX**  
**SWISS ARMY**

# VICTORINOX SWISS ARMY SOHO STORE OPENING | NEW YORK CITY

December 1st - 4th, 2012 Show Media branded 10 taxis with Victorinox Swiss Army creative in Manhattan in honor of their new SoHo store.

Along with a team of 10 ambassadors distributing thousands of flyers directing SoHo shoppers to the new store, 2 Victorinox Swiss Army “Drop Boxes” and 200 posters were on the streets to add a larger footprint.

The branded taxis gave complimentary rides to customers who purchased more than \$150 of goods from the Victorinox Swiss Army store. Throughout the event, the vehicles garnered over 4.4 million impressions throughout the city and gave over 100 rides to satisfied customers.



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# VICTORINOX SWISS ARMY BRAND AMBASSADORS



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SATISFIED CUSTOMERS



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