

Experiential

# Sustainability activations fuel brand devotion

Automotive giant sought to drive alt-fuel transportation awareness, inspire consumers to embrace sustainability and develop the next generation of brand ambassadors.

augeo

Talk to our experts to see how Augeo can grow your business

[augeomarketing.com](http://augeomarketing.com)

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634k

total people engaged



\$100k

sustainability grant awarded



60k

pounds of emissions saved



2.6k

alt-fuel vehicle test drives

Augeo created an immersive experiential marketing solution to inspire college students to embrace alternate-fuel transportation for positive change. Through simultaneous live activations at three campuses, participants enjoyed ride-and-drives, sustainable tailgates and a sustainability challenge awarding a \$100,000 grant.

Our experiential strategy effectively engaged students and prepared them to become action-oriented brand ambassadors in the realm of sustainable energy.

