



## Chevrolet & Macy's: Holiday Mall Program



- Chevy & Macy's holiday program,\* kicking off a long-term partnership
- Black Friday hospitality stations: 2 locations
- Holiday mall execution: 10 locations nationwide
- Wish-themed interactive display, featuring the 2013 Chevy Malibu, consumers made three wishes for prizes – one for family, one for a friend and one just for them – with the chance to have all three wishes come true!

\*Worked on behalf of another agency to complete program

Let us plan and execute your next marketing program!

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