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CAMPAIGN: CUSTOMER EXPERIENCE CENTER & ANTHEM MOBILE EXHIBIT
CLIENT: MACK TRUCK
EXHIBIT BUILDER: RES EXHIBITS

MACK CUSTOMER EXPERIENCE CENTER

Mack Truck, one of North America's largest truck manufacturers, was looking to revamp their Customer Experience Center. With a recent brand update, as well as a pending launch of the all-new Mack Anthem, Mack needed a space to let customers and fans experience the history and intangibles of the brand.

We designed an overall look and feel that was in line with the pioneering nature of Mack. Utilizing reclaimed barn wood, aged metal, and dynamic lighting, the first impression for visitors was one of authenticity and the American spirit. The space consisted of multiple experiences:

- Visitors began their journey with a selfie station welcome area.
- A 360 theater provided a space to tell dynamic visual content in the round.
- "Uptime in Real Time" presents a 7-screen immersive story of how Mack diagnosis, repairs, and keeps vehicles on the road, maximizing profitability.
- "Heart of the Mack" is a sliding interactive that reveals the many dynamic components that make up the Mack drivetrain.
- A historic sound room featured vintage Mack vehicles, a "Then & Now" interactive showcasing the history of Mack innovation, and a sound timeline showing 100 years of Mack vehicles in comparison to the sounds of the decades.
- A vehicle showroom featuring a dozen vehicles, along with a presentation theater and synchronized video throughout the space.



"During their visit, customers will now be even more fully immersed in the benefits of our proprietary driveline, our leadership in uptime management and the contribution Mack trucks have made over the past 117 years to building America and the world."

- John Walsh VP, Global Marketing & Brand Management, Mack Trucks

**MACK ANTHEM MOBILE EXHIBIT**

To further capitalize on the experience investments made at the Customer Center, Mack wanted to promote the all new Mack Anthem Truck through a traveling, mobile experience. Mack collaborated with RES Exhibits to design an experience trailer that would travel the country and showcase its latest vehicle. From coast-to-coast, customers can enter the mobile experience to learn about the new Anthem, it's design features, proprietary technology and the world-class service that comes with each Mack.

The interior of the trailer features a tactile design area, interactive configurator, VR station, uptime presentation, customer testimonial interactives, social media feed, 65" featured video display, consultation table, and a full size MP8 engine at the heart of it all...

...and it's all designed to set up in under one hour.

Since its launch, the Mack Anthem trailer has traveled over 12,000 miles and made over 45 stops across the country, bringing dealers and customers a unique Mack experience.

Visit www.res-exhibits.com/mack to see a virtual walkthrough of the new Mack Experience Center.

Visit www.res-exhibits.com/mackmobile to see the Anthem mobile experience.