

HOW WE CREATED A NEW PROMOTIONAL CHANNEL FOR LUXURY CARS BY LETTING PEOPLE SING KARAOKE

THE CHALLENGE

Range Rover needed a fresh approach to showcase their vehicles at the Golden Egg 2024 event.

With 700+ potential Velar customers in attendance, we faced a unique challenge: How do you get party-goers interested in test sitting a luxury vehicle at an event known for networking, cocktails, and entertainment?

THE SOLUTION

We identified an opportunity by observing two seemingly disconnected trends: the rising popularity of karaoke in Estonia and people's reluctance to sing publicly at professional events.

We created "Caraoke" – transforming Range Rover Velars into private karaoke booths. This solved multiple challenges:

- It provided a legitimate reason for guests to enter and experience the vehicle's interior.
- The soundproofed cabin offered privacy for singing without public embarrassment
- Participants could enjoy the luxury seating and interior features while engaged in a fun activity
- The concept created a memorable brand association that aligned with the celebratory atmosphere

We equipped Range Rover vehicles with karaoke systems that utilized the cars' premium audio capabilities. Guests could select from popular songs and enjoy singing in the intimate, luxurious environment of the Velar cabin.

THE RESULT

By creatively addressing a contextual challenge, we transformed a potential barrier (party environment) into a unique opportunity that highlighted the vehicle's features while creating an entertaining, shareable experience for potential customers.

62

songs performed in total with continuous vehicle occupancy throughout the event.

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After the event our concept gained popularity beyond the original implementation with inquiries from other auto dealers wanting to replicate the experience, event organizers requesting "Caraoke" installations and increased adoption of karaoke elements in Estonian agency events.