



CASE STUDIES OF EXCELLENCE

ewi *Let's work wonders*

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CAMPAIGN: BRINGING THE LOVE PROMISE TO LIFE

CLIENT: SUBARU OF AMERICA

AGENCY: EWI WORLDWIDE

To become one of the hottest automakers in the U.S., Subaru needed to engage a variety of audiences in a range of locations. From auto shows to outdoor festivals, we helped the fun and outdoorsy brand deliver an events program that draws media and enthusiasts alike.



In our nearly two-decade partnership, we've exhibited in more than 1,000 shows, unveiled a dozen vehicles, developed interactive worlds, and popped up at fan-favorite events like Subiefest.

Together, these activations have helped Subaru set their brand apart and achieve unparalleled growth. Just this month, the automaker celebrated its 79th consecutive month of sales gains.

