

VOLVO RUN FOR VOLVO CARS

Lean into virtual NYC Marathon sponsorship

OBJECTIVE

Pivot their sponsorship in real-time to support the NYC Marathon, which went virtual in 2020 due to COVID-19.

SOLUTION

NYC Virtual Marathon participants visited volvocars.com to build their own Volvo. After selecting their vehicle features and upgrades, entrants filled out a registration form, including their virtual marathon “bib” number, for the chance to win their self-designed Volvo.



PRIZELOGIC

