

## **The Creative Shop transforms a Mercedes-Benz into an amazing world of discovery**

In conjunction with The Artistry, The Creative Shop (TCS) has been engaged by Mercedes-Benz to leverage their recent sponsorship of the new and exciting Spiegelworld Event – Empire, which is touring Sydney, Melbourne & Brisbane over the next 6 months.

Premiering on the 9<sup>th</sup> of January at the Entertainment Quarter Sydney, Mercedes-Benz has aligned with Spiegelworld – Empire to launch their amazing new A-Class vehicle; a sophisticated, urban and edgy style of Mercedes-Benz, catapulting the brand into a new automotive category.

Using the A-Class as the main focal point, The Creative Shop has transformed the vehicle into a portal of discovery by delivering an in-car projection, whereby the windows act as the canvas for various amazing visual scenarios. Event attendees are able to take an image of themselves via a number of touch screen kiosks, placing themselves behind the wheel of the all new A-Class, before choosing what amazing visual experience will take place in the car alongside them. From filling the car with vibrantly coloured, larger-than-life butterflies, through to having Empire performers display aerial acrobatics whilst inside a giant bubble, the user generated images are all captured and displayed inside the car real-time, before being sent back to each event attendee via an eDM and being posted to Mercedes-Benz facebook page.

“Together with The Artistry, we recognized that to create something that truly spoke to the alignment between Mercedes-Benz and Spiegelworld – Empire, it had to be innovative and unusual, yet still possess a level of sophistication that is inherent in both brands. The A-Class is truly a game changer in the automotive category; we are very proud to have been involved in not only the activation and launch of the A-Class but also in this important time for brand Mercedes-Benz.”

David Wommelsdorff / Director - The Creative Shop

This innovative activation is the first of its kind here in Australia and can be seen in the Spiegeltent at The Showring, Entertainment Quarter, right through to the middle of February before moving onto Melbourne, featuring on the rooftop of Crown Melbourne from March 14<sup>th</sup>, followed by Brisbane CBD from May 24<sup>th</sup>.

For further information:

David Wommelsdorff – Director / The Creative Shop  
e: [davidw@thecreativeshop.com.au](mailto:davidw@thecreativeshop.com.au)  
p: 0400 006 506



