

Allianz-WilliamsF1 Guangzhou Test Drive



- **Date:** September 2006
- **Mission**
 - To raise awareness of the Allianz brand
 - Demonstrate Allianz's commitment to the China market
- **Method**
 - A record-breaking event featuring Allianz sponsored WilliamsF1 team driver Nico Rosberg racing in Guangzhou's public streets.
 - Close collaboration with local government to ensure support and smooth flowing event logistics Preview press conference to create buzz in town
 - Design story angles to engage various audience segments through different media Leverage several TV stations to produce on-going stories
 - Event day breakfast meet-and-greet with the Vice Mayor of Guangzhou, champagne celebration, tea party, in-depth group interviews
- **Measurement**
 - More than 2,000 spectators, including senior municipal government officials, Allianz VIP guests, media, and sports fans come to the event
 - Top three news broadsheets, report on the event and Allianz sponsorship
 - A total of 117 media reports and total media impressions of 14,360,000



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