

Case Study Video in Print[®]

Project: OnStar Dealership Point of Sale

Client: Campbell-Ewald

Brand: OnStar



U.S. Patent # 5,275,285 & other
U.S. and Worldwide patents pending.

Challenge. OnStar was having a difficult time communicating its service offerings to its customer base. Many consumers believed that the OnStar product was a feature of their General Motors vehicle and did not know that it was a service that needed to be subscribed to. Consumers also were not aware of the full range of offerings from the OnStar technology including Automatic Crash Response, Turn-by-Turn Navigation, Hands-Free Calling and Vehicle Diagnostics.

Solution. OnStar and its agency, Campbell-Ewald, realized they could better utilize the time consumers spent in dealerships waiting for their car. OnStar and Campbell-Ewald worked with Americhip to incorporate our patented VIP[™] technology into a clever countertop display that looked and functioned like the actual OnStar product. The unit featured a 4.1" VIP[™] screen embedded in a rearview mirror (complete with reflective material) and four video chapters to engage consumers on the unique features of OnStar.

Talk to us: (310) 323-3697
Check out other VIP[™] clips and
news stories at: www.americhip.com

