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**Claire ESCUDIÉ**

In charge of Communication at Vilogia Premium



Used the Habiteo Truck in Wambrechies (59), the week-end of the 19th and 20th January 2019.

## To answer what needs did you use the Habiteo Truck?

We created an **“Open House” Event** for the **commercial launch** of our program **“Les Quais”**.

This commercial and marketing operation allowed us to have a better visibility but also to enjoy the **quality of the digital table and screens**.

This action allowed us to conquer also new prospects : the curious ones !

## What was the added value for your clients?

When they came through, **they could very easily project themselves** into their future home, and navigate through the **modelisation of the program** thanks to the **3D plans, the virtual tour, the neighbourhood video**, etc.

The plus : The clients spend a **very nice moment in an unusual mobile sales place**.



## What was the added value for you?

**The convenience of organising this event through Habiteo!**

We also liked the **originality** to create a commercial event in a bus as well as **the visibility** we gained for our brand in the city thanks to **the covering of the bus** with our colors.

## How many contacts, options and reservations have you gotten through the week-end?

Thanks to the week-end with the Habiteo Truck, we **obtained 50 new qualified contacts and 12 options.**



## Any comment to conclude?

We spent an enjoyable moment and we will keep a **very good memory in mind from this experience.**

This was an **alternative solution to the usual sale place.** We would like to **do it again as soon as possible!**



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