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The Habiteo Truck is a very good communication and marketing tool, everyone should try it!

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Used the Habiteo Truck in Istres (Bouches-du-Rhône), and Saint-Maximin (Oise)

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

We used the truck as part of a commercial stimulus, in order to reach our commercial objectives before launching the construction work.

What use did you make of it?

Both as an **advertising medium** but also as a **meeting point in an innovative mobile sales office**.

What was the added value for you?

This is an **innovative marketing element** that has enabled us to realize a **very good commercial launch** in Istres and in St-Maximin, a **dynamic commercial stimulus**.

Result: In St-Maximin **good contacts**, in Istres **reservations**.



How did your prospects react?

Bluffed by what was hidden inside the truck.

Did you take an event option? If so, was it a good complement?

We took the Ice Roll (the new ice cream maker trend). The Ice Roll, or any promotional activity around the entrance of the truck, is necessary to invite the prospects to enter and discover what is inside.

Any comment to conclude?

The Habiteo Truck is a **very good communication and marketing tool**, everyone should try it!
Communication and preparation of appointments on the truck is necessary to guarantee this success.

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