



**CASE STUDY | SATURN WELCOME CENTER**

*If you're "A different kind of company" as Saturn's tagline implied, then a welcome center for the iconic brand should be an experience in innovation. A wide variety of communications strategies ensured Saturn's new visitor facility was a fine example of that message.*



**PROBLEM** Five years after producing its first car, the automaker wanted to develop a permanent welcome center as a means of introducing consumers to its Spring Hill, Tenn. manufacturing plant. The challenge was to uniquely reflect the Saturn experience and it's positioning as "A different kind of company. A different kind of car." throughout the facility.

**ACTION** The company set aside a unique, 20-stall historic Tennessee walking horse barn on the plant's property for the new center. Working with other Saturn structural and design vendors, Frank led a team of creatives and project personnel at a Nashville agency that researched the narratives and artifacts needed for the museum, and then helped transform the refurbished facility into a new welcome center. The stalls became rooms that would house materials telling various Saturn stories – the company's history, community involvement, manufacturing, support for the environment, dealer and fan club activities, etc. Interactive kiosks, films, three-dimensional displays, brochures, banners, photos, memorabilia and collateral completed the high tech, high touch story. His team also conceptualized and implemented the center's opening ceremonies, which were covered by the news media.

**RESULT** Before the plant was re-badged as the GM Manufacturing Plant at Spring Hill, the Saturn Welcome Center was welcoming more than 75,000 visitors a year and underscoring that Saturn was, truly, a different kind of automotive manufacturer.