



A CORVETTE FILM

PUTTING *THE WORLD* ON *NOTICE*

THE ALL-NEW 2023 CORVETTE Z06

OBJECTIVE

The All-New Corvette Z06 is the most powerful Corvette ever. Our challenge: Put the world on notice. To elicit a visceral response, we debuted a 25-minute docudrama film that explored Z06 in cinematic depth, punctuated by the unmistakable shriek of its signature flat-plane V8. Candid interviews offered a rare glimpse into the high-stakes world of engineering the ultimate supercar. During the World Series, we dropped the jaws of an estimated 9 million viewers by airing the first Corvette commercial in 10 years. A buzz-inducing pre-reveal teaser campaign made it well worth the wait.

[WATCH NOW](#)

PRE-REVEAL
INFLUENCERS + TEASERS + MEDIA



"Booker is helping unveil the new Chevrolet Corvette Z06, itself a monomaniacal machine dedicated to putting up eye-popping numbers"

MAXIM

"Corvette's mid-engine era just hit a potent new benchmark with the reveal of the 2023 Corvette Z06"

POPULAR
SCIENCE

"The world is getting exactly what it has been waiting for"



"From 'adults giggling' to utopia: How GM's Corvette team describes the new Z06"



PRE-REVEAL

+48 MM

SOCIAL IMPRESSIONS

8 MM

REACHED FROM 580 DIGITAL STORIES

REVEAL DAY

800%

INCREASE IN SOCIAL CONVERSATION

#4

TOP TRENDING ON YOUTUBE

+8 MM

REACHED FROM +460 DIGITAL STORIES