

The Corvette ZR1 Reveal



Analysis

The reveal of the Corvette ZR1 was a pivotal moment for the brand. As both the quickest and fastest Corvette ever made, it was positioned as “unthinkable” in the high-performance, supercar segment.

For more prolonged, sustained engagement, it was crucial to leverage content, exclusive events and influencer partnerships around key informational releases surrounding the vehicle. Which is why we not only teased the reveal but continued our storytelling efforts well beyond launch to announce its top speed and to send off one of the most iconic engineers in Corvette history – Tadge Juechter.

As the “father” of the C7 and C8 Corvette, Tadge’s retirement added an emotional depth to the unveiling of this vehicle. While highlighting his contributions to the brand’s legacy, we were able to share how exactly the ZR1 came to be, while also generating intrigue about the future of the brand’s engineering.

Still, performance was ultimately the story at hand. Focusing on the



Week of Reveal Content



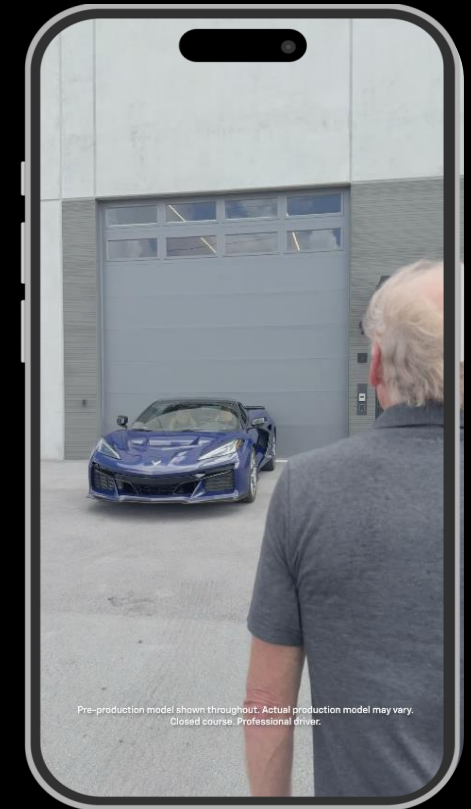
CIG Teasers went live before reveal to get people excited about what was coming for Corvette. With a nod to the frame and speed.



We revealed using live footage from the event so everyone at home could experience the moment.



Keeping the hype going we shared those who put their heart into this vehicle making sure they could describe it in two words



Finally, we let Tadge have his moment in a final video dedicated to his work on Corvette

Continued Storytelling



The quickest Corvette ever means sharing to the world what 0-60 means now. This was a steppingstone into just how much this vehicle had to offer.



Pushing the Corvette ZR1 to its limits, we had GM President Mark Russi work with GM's Corvette Engineers to take to Papenburg, Germany. Here they showed the impressive top speed to announce a record breaking 233.5 MPH.

Results

6.6M+

Impressions

116k+

Shares

661k+

Engagement

26k+

Saves



Bradley
I don't like Chevrolet but they just cooked with this one 🔥

2024-7... Reply



A.J. Costa
The right man for the job. Thanks Tadge!

2024-7... Reply



@christianmcvey8258 4 months ago
Team Corvette is currently everything that is right with the car industry. Well done, Chevrolet

👍 471 🗨 Reply



@x1Brolic 4 months ago
"only unattainable cars are faster." This is the best quote GM has ever made.

👍 1.6K 🗨 Reply



Peter
Speed Demon

2024-8... Reply



isaac_deruiter
Tadge J is a legend

2024-7... Reply



BIG 6IX
WOW THE ENGINE ROAR JUST MADE MY DAY 🤩
🔥🔥🔥🔥🔥🔥🔥🔥

2024-1... Reply



Evfrog
been waiting👁

2024-7... Reply



Gabriel-B10
2.3 seconds is actually crazy tho

1-1 Reply



@nicklovesholly 4 months ago
Seeing the President of GM driving for a speed record is part of the reason team corvette is what it is. Support from the Top down and Bottom up!

👍 345 🗨 Reply