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Chevrolet Creates the World’s Longest Banner.

DUBAI – Recognizing that electric vehicle range anxiety is still very much an issue in consumers’ minds, Chevrolet created the first-ever 520km-long banner. The brand used innovative Android-based technologies to interactively demonstrate the Bolt EV’s long-range capabilities.

Converting kilometers into pixels – **1,965,379,091 pixels** to be exact – Chevrolet designed a mobile experience that challenged Android users to swipe and drive their virtual Bolt EV down a 520km-long scrolling banner until they reached the finish line.

It took Android users five and a half hours of continuous scrolling to reach the end of the banner – no easy feat! Fortunately, the journey was filled with Easter Eggs and encouraging quotes to keep the scroller going.

During the 2-week campaign, users spent **852 hours (35.5 days)** on the banner and made a whopping **1,525,348** finger scrolls down the road.

Average time spent on the banner was **8.37 seconds**, which is over **9x** the average time a user spends on any banner.

In total, all users scrolled enough to travel **37,975,000 kilometers**. For comparison, that’s almost **100x** the distance from the Earth to the Moon.

To prove digital doesn’t just stay in the virtual world, the participation users put into our banner ended up with **40 footfall leads** to showrooms.

The banner (Android-Based models only) can be found at www.chevroletelife.me/banner.
 YouTube video showcasing the creative: <https://youtu.be/mjmR7qqNA6k>

Credits:

Commonwealth//McCann Dubai Credentials:	Commonwealth//McCann Detroit Credentials
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