



4x4 Fest 2022

The success of the twentieth edition comes from a renewed program of media visibility

4x4 Fest, the National All-Wheel Drive Show organized by IMM_CarraraFiere, will take place from Friday 14th to Sunday 16th of October 2022, located across more than 95,000 square meters of Carrara Fiere.

The 2022 edition of the largest Italian event in the off-road sector, is characterized by an important investment in terms of visibility.

Hosts, direct PR and a media plan that embraces the whole wide range of possibilities available today, in order to involve a growing audience.

The visibility Media Plan of 4x4 Fest 2022 runs from advertising, communication, advertorial and articles on the main sector media, magazines and webzines as well as from releases on Radio, Webradio and TV channels with national coverage.

But even more, in the era of engagement and sharing, the effort goes in the direction of feeding the community of enthusiasts fans, through the possibilities the web is offering.

We are expecting more than 3,500,000 views of the online contents of 4x4 Fest 2022 according to the forecasts of the media plan, for a total of over 200,000 people reached, from 90 countries all over the world.

In addition to the official website of the event, IMM_CarraraFiere has developed an advertising plan that primarily targets the social channels of the event (Facebook and Instagram), through the creation of dynamic content such as stories, videos, reels and posts.

The contents will cover the entire event, but also the individual exhibitors, with the rotating publication of original content created by the exhibiting companies who will thus be able to enjoy the visibility of the event's social channels.

The web program also provides an important visibility booster through Google search, the world of YouTube video ads and eventually on innovative powerful channels such as Spotify with audio ads and TikTok, to target even the younger.

In addition to the Stand physical presence, the exhibitors of 4x4 Fest will also take advantage of an exclusive online showcase, through their own interactive presence space, on the official website.

The actions on the main media have already started and the engagement on social media already 4 months after the event, is showing us a genuine and increasingly growing "desire for 4x4".