

# CHEVROLET SUBURBAN EARNS ITS PLACE ON THE HOLLYWOOD WALK OF FAME

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CHEVROLET SUBURBAN



## AWARD OF EXCELLENCE

Celebrating the Chevy Suburban and Tahoe for  
their cinematic excellence and wide variety of  
roles in more than 1,750 films since 1952

Presented December 5, 2019

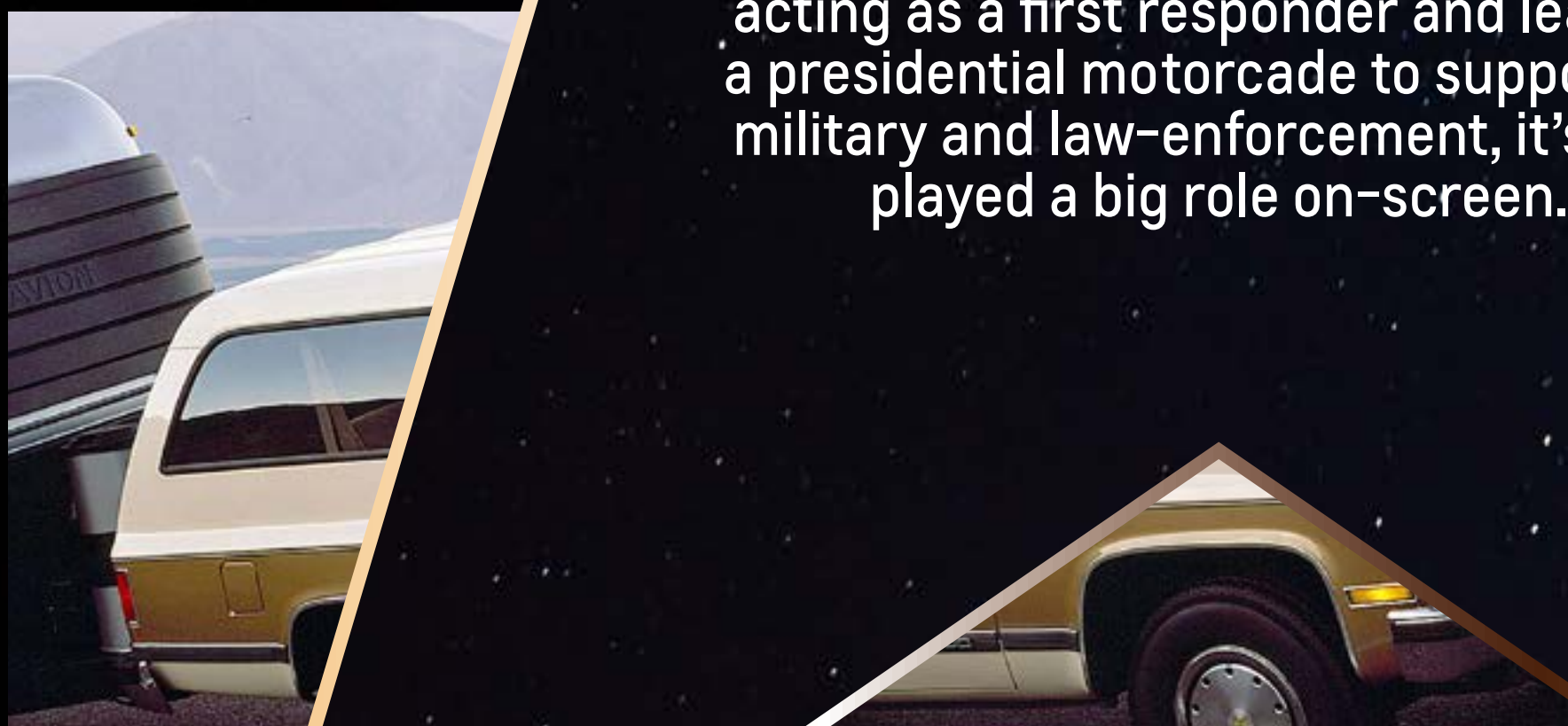




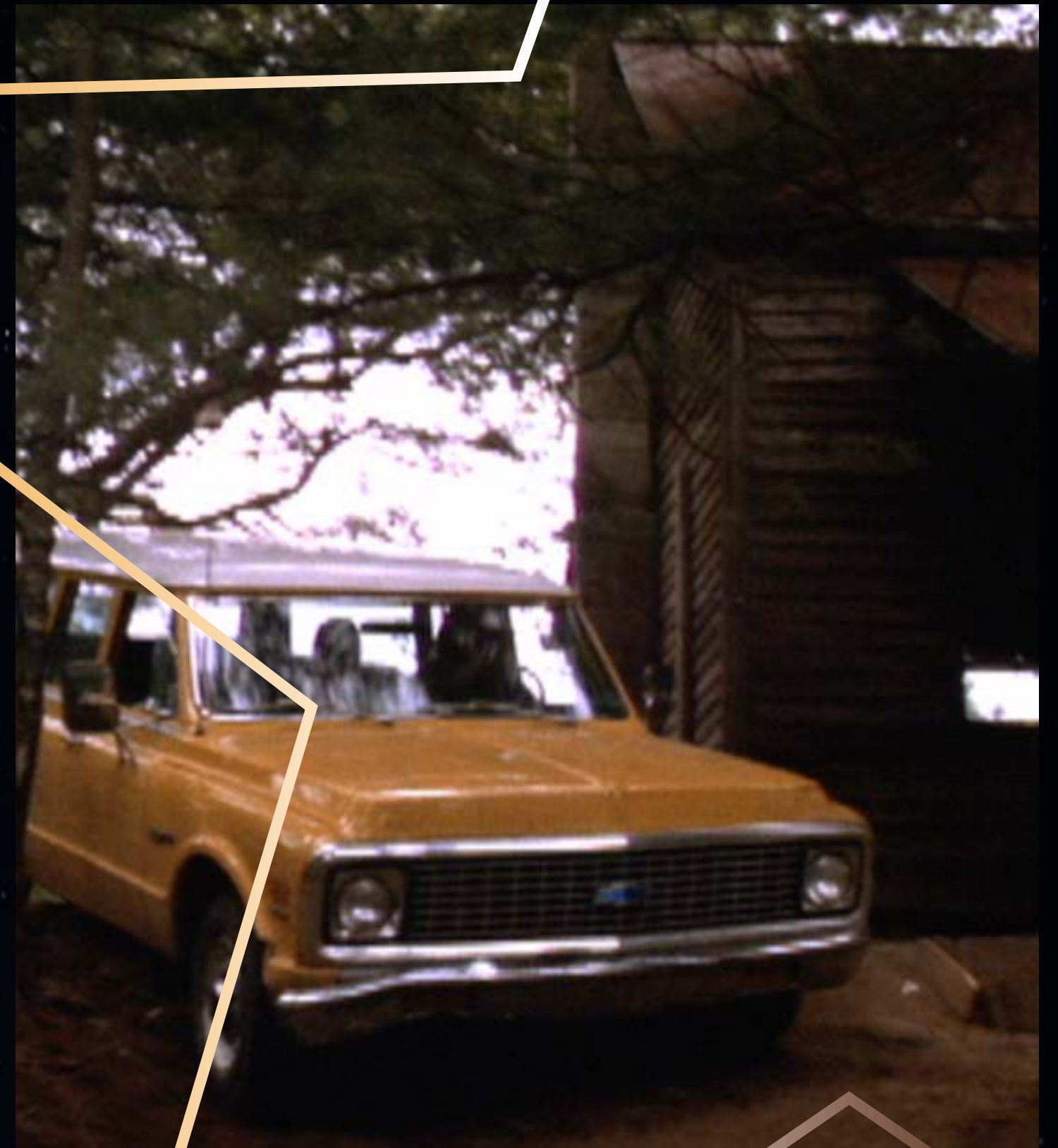
# LEGACY

With its 85<sup>TH</sup> anniversary approaching and a redesigned model set to be revealed, we needed to find a way to create buzz around the Chevrolet Suburban while highlighting its rich 85-year history:

While Suburban has long been known for its versatility on the road— from acting as a first responder and leading a presidential motorcade to supporting military and law-enforcement, it's also played a big role on-screen.







**MOVIES**

THROUGH RESEARCH, WE  
FOUND THE SUBURBAN HAS  
BEEN ACTING IN HOLLYWOOD  
FOR THE LAST  
**67 YEARS,**  
APPEARING IN OVER  
**1,700 FILMS  
AND TV SHOWS.**  
IN MANY WAYS, MAKING THE  
SUBURBAN HOLLYWOOD'S  
LONGEST-WORKING ACTOR.



# IDEA

To highlight this impressive resume, we made a case to the Hollywood Chamber of Commerce that if the Suburban were a person, it would have been awarded its own Award of Excellence star. The Chamber agreed, making the Suburban the first inanimate object to receive a star.





# CEREMONY

We held a formal ceremony at the Dolby Theater on the Hollywood Walk of Fame where the Suburban was presented its star. The event even included honorary guest speaker, Dennis McCarthy, who has almost 20 years of experience building and casting cars in Hollywood films.





# RESULTS

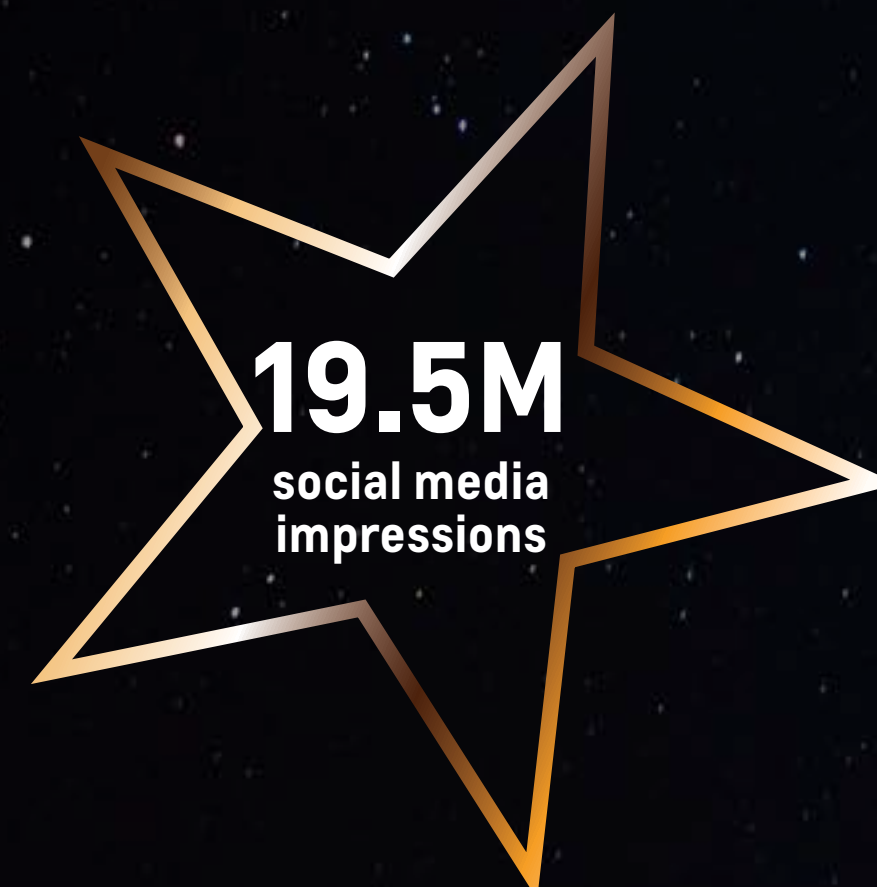
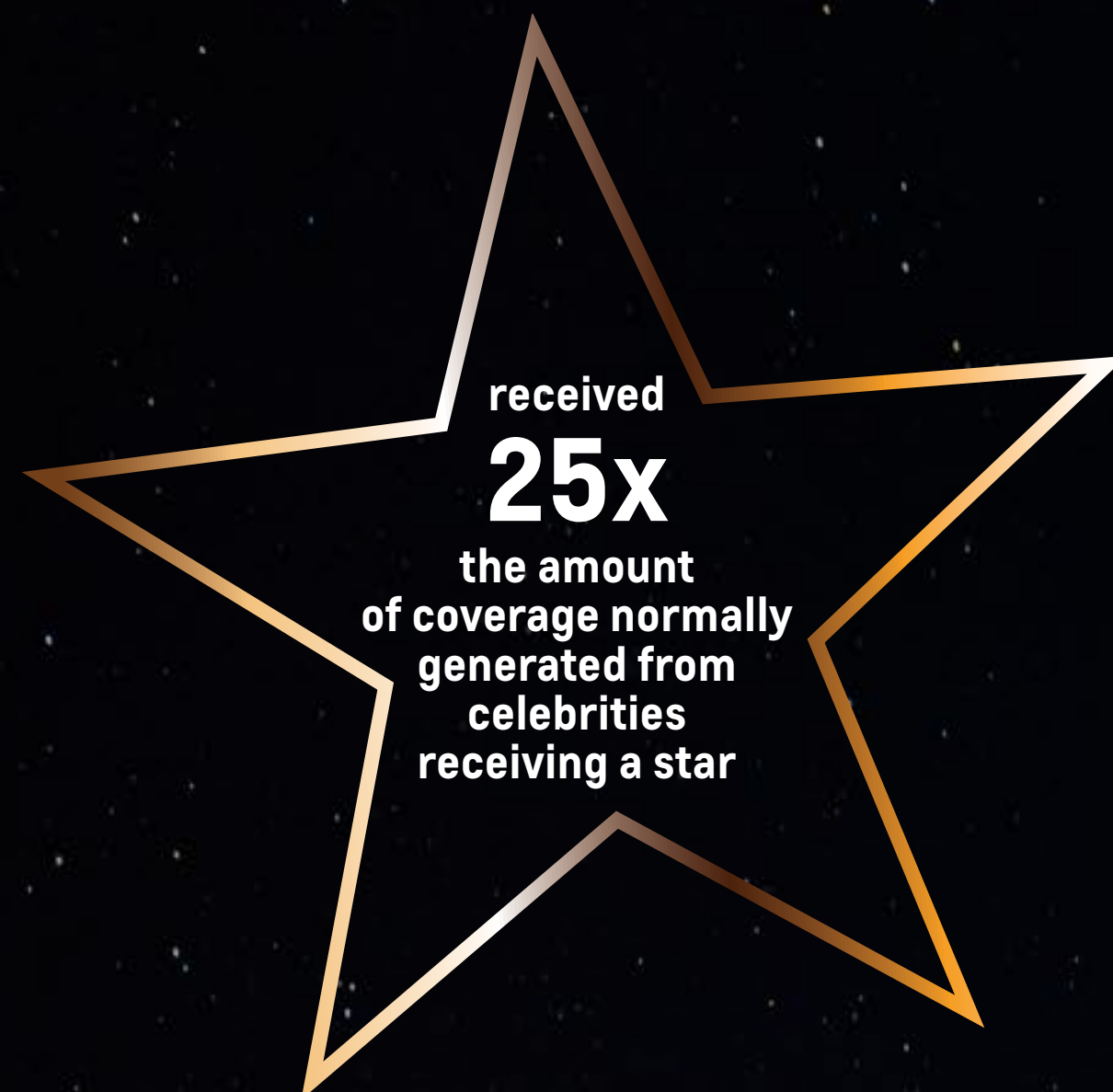
The Chevrolet Suburban Award of Excellence star generated 283 stories, reaching 2.3B unique media viewers with 19.5M social media impressions.

The awarding of the Chevrolet Suburban Award of Excellence star surpassed 25 times the amount of coverage typically generated for celebrities receiving the same award.

The news reached a wide audience of consumers through media outlets in various beats, including automotive news, daily news, entertainment news as well as local broadcast media.

Additionally, coverage of the star reveal was syndicated globally in Australia, Canada, Dominican Republic, Germany, Italy, New Zealand and Russia.

Majority of stories were positive in tone (99 percent) with all including key messages and key figures demonstrating Suburban's commitment to Hollywood entertainment over the past 67 years.



**The  
Guardian**

**“HOLLYWOOD WALK OF  
FAME’S STAR FOR A CAR  
TAKES PRODUCT PLACEMENT  
TO NEW LEVEL.”**



**“FOR THE FIRST TIME EVER,  
A CAR HAS BEEN AWARDED  
A STAR ON THE HOLLYWOOD  
WALK OF FAME.”**

 **NBC NEWS**

**“THE LATEST CELEB TO GET  
A STAR ON THE HOLLYWOOD  
WALK OF FAME IS...  
THE CHEVY SUBURBAN.”**