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HOLDEN

ACP DIGITAL CASE STUDY - Holden boost metrics amongst small car buyers.

How Holden improved brand awareness by using display and direct response advertising creative on ACP Digital sites with the help of their agency Ogilvy.

Study Summary:

- ACP Digital and Ogilvy worked together on behalf of Holden NZ to create an effective online campaign and measure the effectiveness of this media channel for the small car category.
- Activity ran across six of ACP's sites during July and August and were focused at active motoring search and appropriate environments for this vehicles target.
- Two online surveys were conducted (pre and post activity) to compare the results of the respondents.

Objectives:

- To increase the awareness of the current Viva and Barina deals on offer at Holden.
- To gain a better understanding of the effectiveness of online as a medium when advertising small cars.

Campaign Details:

- Holden ran a 6 week campaign for Barina and Viva from early July to mid-August 2007. Other media used across the period were; Television, Womens Magazines and Motoring Press.
- There were three types of creative including; banners, skyscrapers and text links.
- The campaign was weighted to give three impressions per Unique Browser per week.
- The sites used were Auto Trader, Taste, Your Home & Garden, Cleo, Metro Live and Runway Reporter. Overall there were 4,457m impressions delivered (2,429m text and 2,028m banner impressions).

Online: www.acpdigital.co.nz

Portfolio: www.metrolive.co.nz www.netguide.co.nz www.runwayreporter.co.nz www.taste.co.nz www.cleo.co.nz
www.autotrader.co.nz www.yourhomeandgarden.co.nz www.dealsonwheels.co.nz www.farmtrader.co.nz
www.nzlifestyleblock.co.nz www.motorcycletrader.co.nz www.nzmcd.co.nz www.tradeboat.co.nz www.magshop.co.nz
www.sellmefree.co.nz

Study Methodology:

- The survey was developed and controlled by ACP's research team. It was designed to isolate the effect of the online advertising. The team used internet studies from the IAB UK as a reference.
- A control survey ran across the six sites for one week before the campaign commenced with 749 people completing the survey with a second questionnaire ran for one week after the campaign ended. In total 1,777 people completed the survey (749 pre and 1028 post).
- The survey contained questions about users knowledge of the small car segment.
- The post campaign survey specifically sought to measure differences in opinion of those who had seen the online adverts from those users who had not see the ads.

Key Findings:

- There were positive results for all of the key metrics amongst those who saw the adverts.
- Almost ¼ of those surveyed recognised that they had seen an online advert for Holden in the previous month.
- A significant proportion of those who remembered the ads say they will do something in response (28% saying they will either book a test drive or visit a dealer).
- People who saw the campaign, were measurably more likely to add Holden to their small car consideration set (47% agreeing or strongly agreeing).
- Familiarity with the Barina and Viva models measurably increased following the online ad campaign (64% of respondents have a greater awareness).

Summary:

There was a direct correlation between the activity run on the ACP Digital web sites and attitude shift in survey respondents.

The most pleasing increases for online advertising was:

- Brand awareness
- Likelihood to take action (book a test-drive or dealer enquiry)
- Increase of Viva and Barina into the 'Small Car' consideration set

"This campaign has shown how online is not only a great tool for direct response but also delivers in brand building and attitudinal change."

Paul Hamilton Media Manager Ogilvy NZ

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