

OMD Digital Case Study

Dodge Launch Caliber in NZ – Exclusively Online

The Business Challenge:

- To launch the Dodge Brand and a model at the same time
- To overcome the NZ audiences’ misconception by which if they know of the brand at all, they associate Dodge with pickup trucks rather than cars
- All on a very limited budget

Insight

We analysed vehicle buyer behaviour using industry research (from eMarketer, The Polk Center for Automotive Study, JD Power and others) and complimented that with NZ audience insights from Nielsen Netratings, Nielsen / Panorama data and international studies, articles on user engagement with different creative units and placements in online advertising campaigns (such as data from Eyeblaster on ad interaction rates)

Between 58% (eMarketer) and 64% (JD Power) of US auto buyers visit manufacturer websites during their new car purchase decision making process . A key example of the research informing our thinking on media selection and usage was this quote from the Polk study:

“Traditional mass media is nearly obsolete among first-time vehicle buyers.... thirty-five percent of first-time vehicle buyers consider the Internet to be their most important informational tool, compared to 8.2 percent for television, 4.4 percent for magazines, 3.6 percent for newspapers and 1.1 percent for radio”.

It was undeniable that our target audience media consumption was weighted heavily towards online. Given the lack of TV, the dodge campaign had to be ubiquitous.

Idea – Leveraging Spend to generate “TV” Reach

Partnering with a single media vendor (Xtra MSN) we negotiated a tremendous deal and secured all inventory our strategy demanded incredibly cost effectively. Our creative strategy was to mix huge impact high reach ads with highly targeted content environments relevant to our audience and product – music, lifestyle, entertainment and motoring.

Results

We conducted a detailed, independent pre and post campaign study for this campaign, using a combination of the Nielsen Ad Intelligence, Site Census and Market Intelligence tools – a 1st in the NZ online market. Value of this study was \$33k NZD – funded by Nielsen, the agency and Xtra MSN (no cost to client).



The campaign was exposed to 1.6m unique users, delivered 390,000 responses and delivered over 100,000 targeted actions on the Dodge NZ website. It moved the needle on prompted awareness up 13%, and the consumer takeouts most selected were 'bold' and 'masculine' – exactly the attributes we were aiming for.