



Honda – 2018 Campaigns CR-V/HR-V

Automotive | UM | Romania | Oct - Dec 2018



CAMPAIGN OBJECTIVES

Two parallel campaigns for Honda in Romania with 3 weeks duration to promote the new car models CR-V & HR-V.

Online to offline measurement by driving footfall to Honda car dealers. Boosting year end sales and pushing ROI.

Beyond Location. Precise Audience

YOOSE



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OUR SOLUTIONS

1. Precise location mobile targeting with a radius of 3km around 20 Honda auto salons
2. Collect mobile advertising IDs for retargeting
3. measure foot traffic at the salon allowing a 30 minutes rest after the first influencing targeting

Beyond Location. Precise Audience

YOOSE



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RESULTS

Honda CR-V Campaign	
Delivered Views	> 540.000
Achieved CTR	1.31 %
Footfall measured	2.828

Honda HR-V Campaign	
Delivered Views	> 200.000
Achieved CTR	1.15 %
Footfall measured	947