

Y Renault - New Range Introduction

Automotive | Agency | Malaysia | 2015 NOV - 2015 DEC

CAMPAIGN OBJECTIVES

Renault with the market introduction of a new range of cars for Malaysia: Captur, Clio, GT Line and Fluence.

General brand awareness for Renault as the basis. Introduction of the new models and call for action to "test drive" the new models as main objective. I.e. drive footfall to Renault car dealers and conversion into test drives.

OUR SOLUTIONS

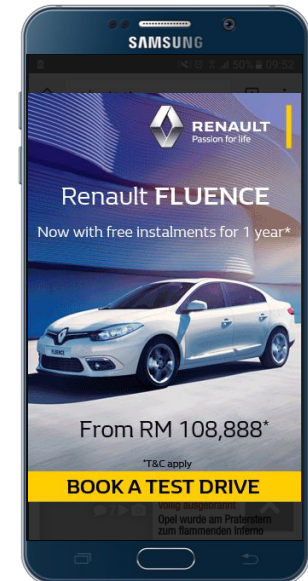
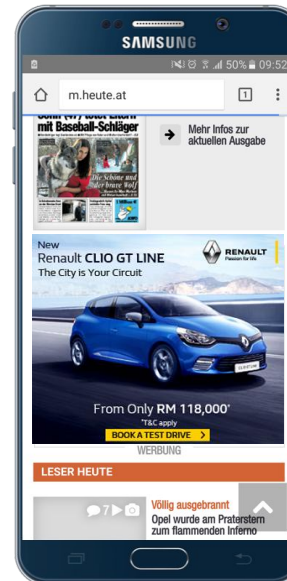
High focus on banner attractiveness and design. Decision to go with Native Banner technology. Increasing appeal, by implementing mimicking technology, i.e. background and colourset of the native banners adjusted to the surrounding space (of the apps of mobile web site).

High definition geofences around car dealers in Kuala Lumpur and other cities displaying banners ads. Also activated for footfall attribution and footfall measurement, i.e. driving and measuring prospects to the car dealers.

App and Site contextual with focus on car and automotive.

RESULTS

- Overall the campaign achieved more than **1.9 million views**, with **0.96% CTR**.
- **Increased footfall** and **conversions** into test drives confirmed after campaign finish by Renault car dealers.



Beyond Location. Precise Audience

YOOSE