

Volkswagen - Touareg 2019

Automotive | Partner | HAVAS | Romania | MAR 2019



CAMPAIGN OBJECTIVES

Through our Romanian partner for HAVAS Romania, came in a week long test campaign for **Volkswagen Touareg** model.

This campaign was designed as **"Guerilla"-Footfall campaign**, i.e. a combination of targeting car dealers of a direct competitor brand and model and the measurement of footfall for Volkswagen outlets.

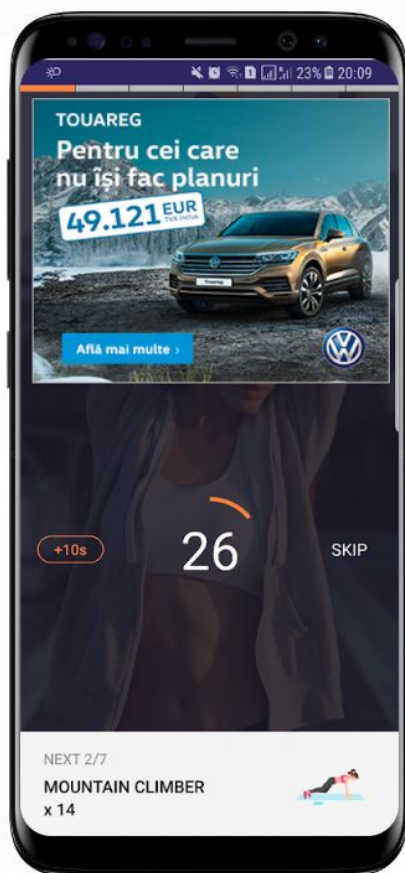
Impressions and **clicks** as KPIs for **brand awareness**, **Footfall Attribution** as the measurement of **sales** and **ROI**.

Beyond Location. Precise Audience

YOOSE

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OUR SOLUTIONS

First step in the process was to define the locations of the competitors car dealers where the model in question was available. Together with the romanian partner we determined 13 locations. On top, 16 locations were determined for Volkswagen dealers where the Touareg model was available. In total 29 locations with **500m targeting radius**, plus **20m store precise measurement radius** on the Volkswagen dealers to measure footfall.

Full bannerset of static **Standard** and **Interstitial Banners** (portrait and landscape) introducing the Touareg model with a special price promotion.

Visit our full showcase at demo.yoose.com

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RESULTS

101,000

views

866

clicks

Industry standard

0.86%

CTR Rate

Footfall

24

tracked for
1 week campaign
duration

During 2019

2

additional
campaigns for
Volkswagen