

# Captivate drives lift in brand rating and consideration for luxury Auto Manufacturer

## Case Study

### Challenge

A leading luxury auto manufacturer's goal was to increase awareness and purchase consideration for crossover SUV and hybrid sedan models



### Captivate Solution

With more than 1.2 million viewers with HHI of \$100K+ and strong presence in office buildings in major US markets, Captivate was the right media to effectively reach the luxury auto brand's target audience. Separate campaigns for each vehicle ran simultaneously for eight weeks.

Manufacturer leveraged a Brand Integration sponsorship which incorporated the brand colors on the entire Captivate screen while syncing custom content that hit on the interests of each target audience

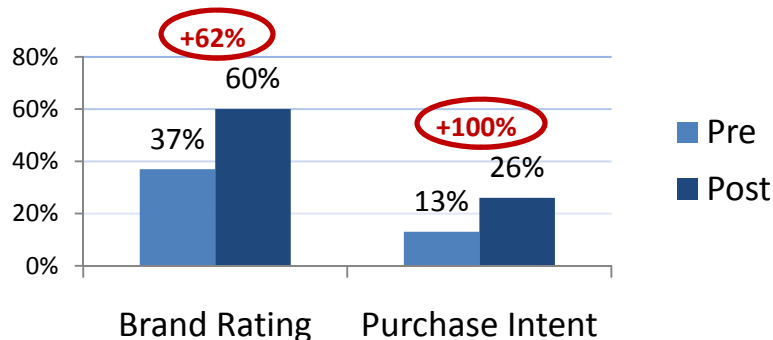
- Crossover SUV - Leadership & new technology content
- Hybrid Sedan - Green & new technology content

### Results

- Strong Recall Scores:
  - The campaign achieved strong recall scores of over 50%
  - 10% of those that recalled the ad visited the advertised brand's website
  - Visit to the website was as high as 25% among those that were considering the advertised auto brand for their next car purchase
- Pre & Post Campaign Lift:
  - 62% increase in positive brand rating for the advertised auto brand
  - Consideration for the advertised brand doubled post-campaign

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### Significant lift in Brand Rating & Purchase Intent



Source: Market Tools Inc., Captivate Online Panel Study Dec 2010