

Excellence Awards - 2021 Entry
85 Tottenham Court Road
London. W1T 4TQ
020 7631 6900

Entry ID: 9249

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 09. Integrated Campaign

Entry Information

Entrant company name: PR Agency One

Client name (for joint entries only): Auto Trader

Entry title:

Eau de New Car

Entry

Brief, objectives and budget:

Auto Trader is the UK's largest and most engaged digital marketplace for new and used cars.

Auto Trader doesn't generate revenue from selling cars, it generates revenue from retailers advertising stock on its platform. A key driver, Digital PR has significant benefits to both consumers and paying new car retailers.

PR Agency One was appointed to turbocharge market profile and search engine visibility for new car keywords and to drive new visitors to Auto Trader's 30,000+ new car listings online.

The result? Eau de New Car, a savvy, stylish integrated campaign applying leading integrated Digital PR strategies but centred the most analogue of themes - a new,

exclusive, limited edition haute parfum.

Objectives

Organisational Objectives

Increase New Car leads by 20% per week YoY (equating to an additional 100 leads per week)

Communications Objectives

Increase traffic to the “new car” and “new car deals” landing pages by a combined 10% YoY equating to 3,500 additional unique pageviews per week

Increase ad views by 5% per week YoY, equating to 2.6 million additional ad views per week

Improve the ranking for the core keyword ‘new car deals’ from page 2 on Google UK to the first page (ideally top 3 ranking).

Secure at least 90 follow links to the New Cars landing page, from DA30+ sites

Increase brand awareness/association of New Car, as measured through:

Minimum combined reach for press coverage of 100,000,000 circulation

Minimum key message penetration of 80% (percentage of coverage containing key “new car” messaging)

Minimum 2,000,000 paid social impressions

Minimum 300,000 YouTube TrueView impressions

Budget

£45,000 for PR agency fees, hard costs for video production, marketing materials, paid social and OOH (out-of-home) advertising

The idea, research and planning:

Audience aged 18-65, both male and female looking to buy a new car, during a key market period for new car sales.

We needed an incontestable PR story that would light a fire under the Auto Trader brand.

So we researched the emotions of British car buyer. Research showed that a new car makes people think of success. That a new car is a symbol of success. And that the smell of a new car is the smell of success.

We commissioned a perfume supplier to create a bespoke fragrance.

Strategy, creativity and innovation:

Introducing... the exclusive, limited edition... ‘Eau de New Car’. Perfect for press coverage that would naturally use the term ‘new car’ alongside ‘Auto Trader’ - making it perfect for increasing search rankings for ‘new car’.

The fully integrated campaign - PR, SEO, social and content, CRM and OOH - centred on bold, engaging, mischievous and creative content, to inspire an element of drama and the ability to go viral.

Eau de New Car - The Video Advertisement

Auto Trader's inhouse team produced a spoof luxury perfume advert in a premium, cinematic style. Ex-Top Gear host, Rory Reid, appeared as the face of the campaign.

This was posted across Auto Trader's social channels, and supported through paid social across Facebook and YouTube - prompting viral speculation about whether it was real or not.

TV ad - <https://www.youtube.com/watch?v=9r6XgdN1qqc>

Spoof video - <https://www.youtube.com/watch?v=ojnj1TH8sbc&t=68s>

Eau de New Car - Scented Billboards

Auto Trader placed scented billboards in major shopping centres in UK cities.

These both displayed the perfume advert and dispensed puffs of the scent to curious passers-by. Video content of the public investigating and sniffing the boards was shared across Auto Trader's social channels.

Delivery/implementation of tactics:

A deluxe landing page was created to host the perfume ad and sell ten limited edition £175 bottles of Eau de New Car.

Eau de New Car - The Launch Story

Two news stories – a launch release and a news story revealing the smell of a new car to be the scent of success, according to the British public.

A series of back-to-back interviews with scent specialist, 'Odette Toilette', to provide commentary on why people love the smell of a new car so much.

Measurement, evaluation and impact:

The campaign obliterated the objectives - and all in just eight days rather than the planned three months, due to the covid-19 outbreak cutting the activity short.

Outcomes, based on comparing the first week of the campaign (8th-15th March) to 2019's figures:

173% increase in new car leads (from 540 to 1,476). Target 20%.

Outputs:

23% increase in unique pageviews for relevant New Car landing pages (from 34,393 to 42,308). Target 10%.

New car ad views increased by 8.5% (51m to 56m). Target 5%.

We achieved positions 2-4 on the first page of Google for the core target keyword [new car deals]. The target was a page 1 ranking for this keyword.

394 links from 169 referring domains for the Eau de New Car page with 146 of these secured from publications of DA30+. Target 90 links.

Increased brand awareness

Achieved a combined circulation of the publications covering the story across print, online and broadcast media of 1,935,848,665. The target was 100m. This included the Daily Telegraph (Print and Online), Daily Star, Daily Mirror, The Scotsman and top tier lifestyle / motoring publications, including Auto 24, Motor 1, Motoring research, plus more than 130 pieces of regional coverage.

89% key message penetration was achieved. Target 80%.

Achieved 2,846,186 impressions across social. Target 2m.

Achieved 2,050,489 video views across social. Target 300k.

Eau de New Car represents a perfect blend of PR art, social, OOH and digital marketing science. The PR alchemy that sees an irresistible creative idea let fly through an expertly deployed suite of social, digital advertising, SEO/PPC, websites/microsites and video to deliver a significant uplift in leads, high quality media coverage and relevant, authoritative links. Success that extended far beyond commercial gains, to become a viral success.

Auto Trader's Commercial Director, Ian Plummer, said: "We needed to step up our New Car comms to support our above the line activity and ensure our key messages were amplified through multiple channels to reach as wide our target audience as possible. This campaign has done just that."

An integrated campaign triumph.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

PRAgencyOneandAutoTraderEaudeNewCarSupportingDoc.pdf

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Auto Trader and PR Agency One's mischievous Eau de New Car campaign significantly outperformed all objectives, achieving desired market profile, leads + search visibility increases for new car sales.