

CASE STUDY

VOLVO for life

Summary

To launch the new V50 Sportswagon, Volvo wanted to maximise brand and product awareness and create a buzz around the new car. This was achieved with 'Route V50' – an enigmatic road movie directed by Stephen Frears featuring Robert Downey Jnr searching for a place called Confidence. TV, press and online ads directed people to an 11 minute Internet hosted movie.

In just one month, the themed microsite achieved 100,000 impressions, the competition drew 13,000 entries from a very discerning and upmarket target audience, and 2,311 of these opted in to receive further marketing information from Volvo.

The core benefits to Volvo

- Fully integrated campaign theme 'The Route to Confidence' transcended online and offline media
- Multiple objectives were fulfilled – driving traffic to the Volvo website, communicating key product benefits, and generating brochure requests
- Audience involved with an online creative idea based around what interests them most

Background

The compact premium estate car segment is about lifestyle not lifestage. It is image and desirability criteria that drive purchase rather than purely functional needs. The main competitors to the V50 Sportswagon are aspirational models such as BMW 3 Series Touring, Audi A4 Avant, and Mercedes C-Class estates.

The Volvo target audience are discerning, urban, fashion-conscious, and predominantly in their early thirties. As they become increasingly absorbed by family life, they are very focused in their use of the Internet. Communication therefore needed to be both easy and rewarding.

Objectives

Volvo wanted to extend the awareness and excitement surrounding the 'Route V50' film online, and create a deeper brand involvement with bespoke content and interactive material.

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Media Strategy and implementation

mOne commissioned AOL to create a bespoke microsite, designed to complement the offline work with the central campaign theme 'The Route to Confidence'. This offered the secrets of confidence in three key areas for the target audience: Travel, Entertaining, and the Home. As well as ideas for destinations, recipes, and home improvements, it also gave users the chance to enter a competition to win £1,000 worth of vouchers for gourmet food.

From the microsite, AOL members could also watch the TV ad, see behind the scenes footage, request brochures, and find their nearest dealer. Banners in the Motoring and House & Home Channels drove traffic to the themed microsite and to a V50 showcase on the Motoring Channel. In addition, a one day 'Welcome Screen takeover' ensured that every one of the 2.2 million AOL members who log on daily saw a Volvo V50 text link, banner ad, and pop-up.



Performance

In just one month, the themed microsite achieved 100,000 impressions, the competition drew 13,000 entries from a very discerning and upmarket target audience, and 2,311 of these opted in to receive further marketing information from Volvo. Georgina Williams, National Advertising Manager at Volvo Car UK Limited, comments: "We were delighted with the AOL concept. Not only was it a great fit with our offline activity, it added a new and interesting dimension to the Route V50 "Confidence" campaign and engaged consumers by aligning the campaign idea with areas of interest to them"

