

Case Study | Chrysler | Dodge Nitro



1. Challenge

Our challenge was to earn attention for the new Chrysler Dodge Nitro with 500.000 viral clip views and to generate 100 test drives within a 25 to 50 year old male audience in The Netherlands.

4. Use of Media

To start buzz and unlock emotions, we seeded the online video to relevant car influencers and opinion leaders, video sharing portals and social networks like Facebook and MySpace. In stage 2 we spread the news to newspaper journalists and TV networks.

2. Strategy

Insights: our most likely to buy target audience are tough and muscular men. Their car purchase decision is influenced by the opinion of the men they respect: opinion leading car bloggers and car influencers.

5. Results

The viral video did not engage 500.000 but 5 million targets in 90 days. It created over 400 blog postings. Next the video was broadcasted on CNN and ABC News and was published as cover story on AdAge, AutoBlog.com and Jalopnik.com. The campaign smashed its marketing goals and realized 1.513 brochure requests and 159 test drives.

3. Concept

The concept consisted of a dedicated campaign site and a shocking Dodge Nitro online video which featured a dog being electrocuted by the new powerful Dodge Nitro, charged with adrenaline. The video was created by BBDO.