



RENAULT

Renault Modus gets playful on Yahoo!

The new Renault Modus was successfully launched with a cross media campaign featuring Yahoo! as the primary online partner. The campaign significantly increased aided brand awareness, far exceeding typical online motors campaigns.

Introduction

In the last few years the UK has become the second largest automotive market in Europe, after Germany, and this year sees a record number of new models - not mere facelifts - destined for UK showrooms¹. As a result of this proliferation of car brands and models in an already competitive market place, it has become even more difficult to achieve cut-through, communicate effectively with consumers and build brand awareness.

Cars and the Internet

Broadband in the UK has enjoyed massive consumer demand. In June 2001 there were just 195,000 broadband lines in the UK, but by the end of 2004 that figure had risen to 6.1 million lines². Broadband uptake is driving internet usage (70% of broadband users are online every day³) and changing the way consumers behave online. The internet allows users to follow their sports and hobbies, enjoy high quality music on demand and receive up to the minute news and information. Car advertisers can now benefit by positioning their brand within these desirable lifestyle environments, enhancing their brand image amongst a key and often elusive audience.

For the motors industry, the internet is now one of the major sources of information used by consumers when

choosing their next vehicle, as recent research commissioned by Yahoo! shows:

- 63% of people used the internet when choosing the car they currently own⁴
- 59% of consumers said that the internet (more so than any other medium) allowed direct comparisons between different models⁴
- 42% of car purchasers use the motors sections of portals, such as Yahoo! Cars, when choosing a vehicle⁴

The Renault Modus Campaign

Renault chose to launch their new Modus model with a cross media campaign breaking simultaneously across TV, press, radio and online. Core to the campaign, was partnering with media owners that could breathe life into the campaign strapline "Grow up. What for?"

Campaign Objectives

The primary objective was to generate awareness of the new Renault Modus within the key target audience of 25-45 year olds. Core to the campaign was to encourage customers to unlock and realise their 'inner child'.

¹ www.just-auto.com March 2005

² www.point-topic.com April 2005

³ GB TGI 2005 Q2

⁴ TNS European Auto Research (UK data) March 2004

John Sinke,
Internet Marketing Manager, Renault UK



We chose Yahoo! for the Renault Modus campaign as it delivered the right audience and provided the flexibility to create the fun, truly engaging campaign demanded by the Modus' brand values.



Campaign Solutions

Renault ran a 3-month cross media campaign targeted at adults aged 25-45. The campaign ran in lifestyle environments, including TV placements on 'Friends' and across press, radio, outdoor and the internet.

Yahoo! was chosen as Renault's primary online partner because of its large reach of 13m users, including 26% of all UK adults - more than any national radio station, newspaper or magazine³. Particularly appealing to Renault, Yahoo! reaches a third of all Britain's 25-45 year olds.

Three different creative treatments were used to promote the five Modus brand values:

- Brightening up your day
- Making people smile
- Surprising and delighting
- Generosity to others
- Providing colour

The eye catching, interactive executions had a consistent message "Grow up. What for?" This message was also used throughout the offline campaign.



- As an exclusive one-day event, Renault ran a bespoke interactive creative on the Yahoo! Front Page. Users were invited to 'come out to play' by clicking on the 'yes' button. Their cursor then turned into a catapult used to try and splat the 'kid inside.' The creative ended with the campaign strapline "Grow up. What for?"

- Mass reach was also gained through utilising Yahoo! Mail to deliver large, high impact ad units to an engaged audience
- Key lifestyle channels such as Yahoo! Games, Yahoo! Photos and Yahoo! Music were synergistic in displaying the playful and interactive nature of the Renault Modus creative



Campaign Results

- The campaign raised aided brand awareness of the Renault Modus, far exceeding typical online motors campaigns
- The Yahoo! Front Page creative was a hugely effective ad-format, significantly lifting aided brand awareness and online ad awareness
- Yahoo! successfully delivered the campaign to the target audience of 25-45 year olds (58.4%) and those in-market for a new car (32.5% intended to buy a new car within the next two years)
- The campaign was particularly effective amongst those most likely to purchase a medium sized car and those who enjoy a household income of £40,000+

Campaign Summary

- Yahoo! successfully delivered the campaign to the target audience of 25-45 year olds and those in-market for a new car
- The bright and powerful creative treatment for the Yahoo! Front Page was very successful, resulting in a significant increase in aided brand awareness and online ad awareness
- Yahoo! played an integral part in communicating the campaign message and delivering the Renault Modus brand values in an engaging and fun manner, reflecting the Modus ethos

Source: Dynamic Logic

