



Movies sponsorship just the ticket for Peugeot premiere

A starring role in MSN® Entertainment's Summer Blockbuster section helped the Peugeot 308 SW to grab the spotlight, with a 10.5 percentage point increase in model awareness



KEY FACTS

CLIENT: Peugeot

AGENCY: OMD

OBJECTIVES:

- Increase awareness of the new Peugeot 308 SW
- Increase key perceptions of the Peugeot brand
- Extend the brand's association with premium film

TARGET AUDIENCE:

- Young couples with children under 16
- Young adventurous adults

PRODUCTS USED: MSN Entertainment, Windows Live™ Hotmail

Sponsorship of MSN Entertainment's Summer Blockbuster section provided a breakout role for the Peugeot 308 SW, building on the Peugeot brand's offline association with premium film and delivering big increases in model awareness, brand favourability and key brand perceptions.

Creative solution

MSN Entertainment's Summer Blockbuster section established the channel as a must-see destination for film fans over the summer months; Peugeot's summer-long sponsorship gave it a lead role on this stage, with an exclusive MPU, branded headers and footers for the section and pre-roll advertising in film-related video content. Initially used to advertise Peugeot's 308 model, the sponsorship was later used as a vehicle for the launch of the new 308 SW, complete with an exclusive competition offering premiere tickets to Batman blockbuster, The Dark Knight. Ads running across MSN Entertainment Celebs & Movies and Windows Live Hotmail provided additional exposure to target audiences of young couples with children and young adventurous adults.

Key results*

The perfect launchpad

Exposure to the campaign increased model awareness for the 308 SW by 10.5 percentage points.

Film association drives brand metrics

The campaign delivered big rises in key brand perceptions for Peugeot: "is a brand I would buy" increased by 8.2 percentage points while "offers an excellent driving experience" increased by 7.7 percentage points.

A target audience-pleaser

Amongst adventurous couples, with an active lifestyle or interest in trying new things, exposure to the campaign increased awareness of the 308 SW by 9.8 percentage points and the perception "is a brand I would buy" by 7.7 percentage points. For couples with children under 16, exposure to the campaign increased purchase intent by 11.6 percentage points.

Starring role for sponsorship

Sponsorship of the Summer Blockbuster section increased brand favourability by 9.4 percentage points and model awareness by 10.1 percentage points. Exposure to this aspect of the campaign increased the perception of Peugeot as a "premium brand of car" by 7.4 percentage points; the perception "is a brand I would buy" increased by 9 percentage points.

*Research by Dynamic Logic



"The campaign was a really good fit for us. MSN Entertainment gave us the reach and audience we needed and the sponsorship delivered on raising model awareness and associating the brand with premium movies."

Pauline Kho
Associate Director, Digital,
OMD UK

Peugeot's sponsorship of MSN Entertainment's Summer Blockbuster section opened with the campaign for the Peugeot 308 before taking on the role of launching the new 308 SW. A competition to win premiere tickets for The Dark Knight ensured super-powered impact for the launch.

