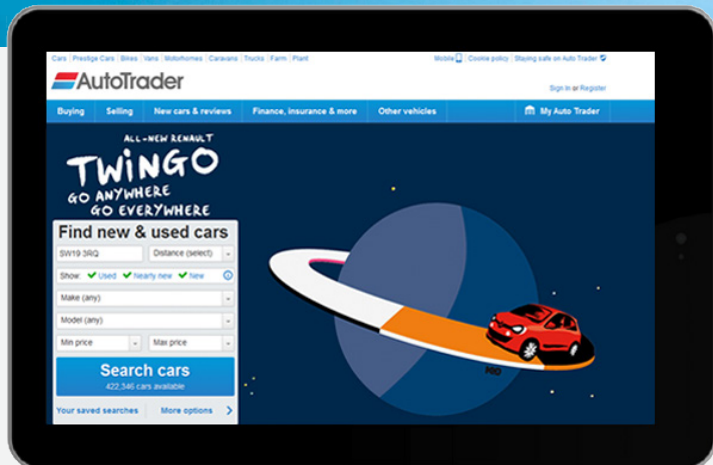




Case Study:  
Winning the hearts of in-market buyers, with great creative standout



### The background

Renault's all new third generation Twingo is a small car with bags of personality and innovative technology to match. Jointly developed with city car specialist Mercedes Smart, its appeal includes a forward thinking rear-engined layout, making the Twingo agile and spacious without getting too big. To help launch the Twingo to the public, Auto Trader was chosen as a media partner.

## The challenge

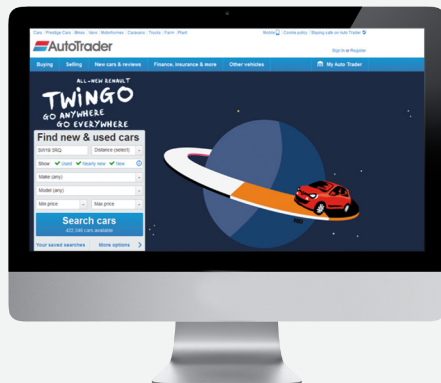
The key objectives of the Auto Trader campaign were to drive purchase consideration and raise awareness of the new Renault Twingo. The campaign had to bring the Twingo's personality to life in an innovative and educational way through great creative standout. As the small car sector is fiercely competitive and consumers are not brand loyal. 60% of people buying a new car say they consider three or more brands\*. The challenge for advertisers is therefore to find new ways to stand out against their competitors.

## The solution

35% of all new car buyers visit Auto Trader during their car buying journey, so it is a key destination to capture in-market buyers. Consumers are undecided at the outset and are open to influence – as if they are **'in a sales negotiation with themselves'**.

They can therefore be swayed: those seeking a used car often often turn to new purchases and vice versa.\* Auto Trader's Mega Homepage Takeover (HPTO) was the obvious choice to engage users at the top of the purchasing funnel, to educate and influence with bold creative.

The Tier 1 option has the best creative standout of all the Auto Trader takeover products as it uses the majority of the homepage real estate. This creates real impact with the audience and has a proven high engagement rate. The final creative was playful, bold and fun – to complement perfectly the charisma of the Twingo.



## The results

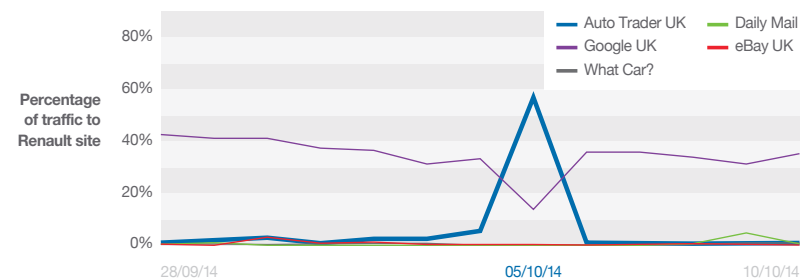
Strong interaction with a **CTR of 7.05%**.

Renault saw a **2887%** surge in traffic driven to its website, equivalent to 58% of total click throughs compared with a daily average of 1.94%. This is one of the biggest uplifts the brand has seen from a Tier 1 HPTO. The Auto Trader activity even surpassed the volume of traffic driven by Google to the Renault website on the date the campaign ran.

Renault also saw a massive uptake in searches on the Auto Trader website of 71.79%, (6,110 searches compared with an average of 3,557), with unique users also increasing by 73%.

- Unique Users: 236,087
- Impressions: 442,874
- Clicks: 31,211
- CTR: 7.05%

### Upstream traffic to Renault.co.uk\*\*



Value from hosting a Mega HPTO with Auto Trader:

- Getting your brand messaging directly in front of relevant in-market users and having a measurable impact (engagement and traffic uplift)
- Fantastic creative standout and impact on the Auto Trader homepage
- Save on PPC budget for the duration of the HPTO
- Intercept the user from Google – Auto Trader can enable and build a direct relationship between the user and the OEM

\*Kantar Research 2014 \*\*Hitwise 2014