

Client:



Campaign:

Toyota Auris

Agency:

ZenithOptimedia

Campaign Objectives:

- Showcasing the Auris experience via a press and digital campaign.
- Interactively demonstrating specific product detail and key USPs in terms of comfort, space, design and safety.
- Encouraging test drives.

Target Audience:

Adults aged 40-60

Campaign Dates:

March-April 2008



TMoS Campaign:

- 4 DPS advertorials ran across consecutive weeks in Live magazine, focusing on key attributes of comfort, space, design and safety.
- A highly interactive 3-page microsite featured a 360 degree visual rotation of the car. The site also hosted a competition and downloadable versions of the print advertorials. Co-branded banners and skyscrapers drove traffic to the microsite

TMoS Works:

Independent research comparing exposed and unexposed groups showed that amongst those exposed to the campaign...

- **Spontaneous brand awareness** of Toyota was **70%** higher
- **Prompted brand awareness** was **48%** higher
- **Favourable/very favourable attitudes** toward Toyota Auris was **131%** higher
- **Campaign awareness** rose by **202%** for those exposed to the microsite and by **206%** for those exposed to the print advertorials

The microsite:

- This received **11,686 unique users** and **49,357 page impressions**.
- 818 visitors went directly from the microsite to the Toyota Auris website.
- 234 visitors requested a brochure.
- Over the 4 week promotion period there were **7,381 competition entries** – a conversion rate of **63%**.

