

## McLaren Household Data Targeting

In early 2016, McLaren Automotive was looking to run a campaign to raise awareness of their new Sports Series; The McLaren 570S and 540, with prices starting at £140k. The brand had never considered TV as part of their marketing mix before due to the mass appeal traditional of TV, which would not be appropriate for the niche, high affluence audience they require.

The challenge for McLaren was therefore how they reach the top affluence households without incurring significant wastage. In addition to this, McLaren also wanted to make sure any advertising spend was within the vicinity of their 5 dealerships in London, Ascot, Birmingham, Manchester and Glasgow to make the activity as efficient as possible.



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**Jonathan Pollock, Managing Director Europe, McLaren Automotive**



### Insight

Sky AdSmart is the revolutionary approach to TV advertising that allows businesses of all shapes and sizes to benefit from the advertising impact of TV. With Sky AdSmart, different ads can be shown to different households watching the same programme, so niche brands like McLaren Automotive can target only the households where their ad will have the most impact.

McLaren chose to use Sky AdSmart to reach households which earned over £150k a year, liked sports cars and owned homes £1million+ in value. In addition to these demographic targets, they also added tight geographical controls to their segment to reach their target near the key dealerships.



### Results

- **61,000 Sky households** made up the perfect target audience for McLaren
- The campaign delivered **400,000 impressions**
- By the second day of the campaign, McLaren had already sold a car off the back of a prospect seeing the TV ad.

Jonathan Pollock, Managing Director Europe, McLaren Automotive commented:

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