

SUCCESS STORY



sky atlantic



Volvo and Sky Atlantic

Volvo's branded convoy takes the 'Iron Throne' across the UK's 7 Kingdoms

Volvo's partnership with Sky Media realised significant uplifts against brand awareness and its objectives to shift brand perceptions. Through its long-term sponsorship of Sky Atlantic, together with a bespoke branded content series and unique activations, Volvo exceeded its KPIs and increased its brand's perceptions as "innovative and edgy" by 39% since the partnership began. Equally, through this partnership, the brand went on to become synonymous with the epic 'Game of Thrones' viewing experience.



Challenge

With the surge of "winter is coming" memes and the imminent 'Game of Thrones' finale on everyone's lips, Volvo wanted to be part of the conversation during this pinnacle moment in pop culture. They wanted to elevate their existing sponsorship and create a campaign, which would drive relevancy in an out-of-home space, whilst also generating leads for their Volvo XC60. Simultaneously, Sky Atlantic had big ideas of their own: to pull off the biggest mobile and national out of home activation ever for the series.

71/1

ROI on media spend

+250

Leads

130^k

Competition entries



Insight

Robust, independent brand evaluation evidence has proven that activated sponsorships deliver incremental gains across brand health metrics. For example, a +25pp on 'talkability', +19pp on brand image, +15pp purchase consideration and +13pp brand knowledge was seen when viewers exposed to a sponsorship were compared to viewers exposed to an activated sponsorship.

Therefore, to make the sponsorship bigger and better, Volvo and Sky Atlantic wanted to engage fans in a multi-touchpoint activation, to reinforce TV viewing and dig deeper into the cultural conversation - across editorial, social, online and earned media. For Volvo, building an experiential campaign into their sponsorship would further embed the brand into this ground-breaking series and arise an opportunity to physically interact with the Volvo XC60.



Idea

Volvo, Sky Media, Sky Atlantic, The Production Factory (TPF) and Mindshare joined forces to co-ordinate a multi-city, fan event that would take the hottest seat to fans across the 'real life Westeros' and put Volvo in an out-of-home environment to generate even more buzz around the most popular show, ever. All hail the "7 Kingdoms' Throne Tour".

GAME OF THRONES

THE FINAL SEASON 15 APRIL



7 KINGDOMS TOUR

YOU'VE WATCHED CHARACTERS LIE, BLEED, AND SACRIFICE FOR A SEAT ON THE IRON THRONE. NOW WE'RE GIVING YOU THE CHANCE TO BE IN THE GAME AND TAKE A SEAT AS THE IRON THRONE TOURS THE 7 KINGDOMS TO A CITY NEAR YOU WITH SKY ATLANTIC.

WATCH THE VIDEO BELOW TO FIND OUT WHEN THE IRON THRONE WILL BE IN YOUR KINGDOM. THERE IS ONLY ONE TOUR THAT MATTERS. AND IT IS NEAR YOU.

“

We were delighted to collaborate with Sky Atlantic to create an OOH experience that ignited huge excitement around the last ever series of 'Game of Thrones'. The depth of our channel partnership meant we could work together and create impact around 2019's biggest TV show with only the smallest of costs

Jenny Smith, Events & Partnership Manager, Volvo



Activation

Three weeks prior to episode one airing, a convoy of seven branded Volvo XC60's (akin to a moving billboard) transported the original throne across seven key UK cities, with high-footfall locations. This tour gave fans the unique opportunity to sit on the show's hotly contested seat of power, the actual Iron Throne, and interact with the Volvo XC60. Kicking off in Dublin, home of the throne and first ever HBO filming location for the show, the convoy made guest appearances in Glasgow, Newcastle, Cardiff, Manchester, Birmingham and concluded its cross-county roadshow in the capital, at London Kings Cross, for the premiere.

- The Iron Throne experience featured a shareable GIF mechanic designed to efficiently encourage social media engagement.
- Digital screens on the stand featured promos / trailers for the new season to drive additional awareness for Sky Atlantic.
- Free Sky Atlantic Game of Thrones Dragon Easter Eggs were given to all who sat on the Iron Throne.

To enhance the activation, a 'Thronecar' competition gave fans a chance to win the Volvo XC60 and was promoted on the 'Game of Thrones' TV talk show 'Thronecast'. The show's host Jamie East (an avid fan of the show himself) quizzed viewers on Westeros-themed trivia and drove fans to battle it out via the custom-made microsite, managed by TPF.



Results

The activation outperformed all pre-campaign targets with the following results:

Brand Engagement

- Footfall at the event exceeded 620,000 and visitors spent an average of 1h 33m at the activation
- There was always, on average, close to 100 people in the queue; 8000 dragon eggs were given away; 8,691 unique gifs were taken at the stand and there were over 26,073 live interactions on social media
- 133 000 competition entries.

Earned Awareness

- 177 dedicated editorial features
- 355m campaign reach
- ROI of 71/1 from talent-earned media with 33 talent-editorial features and 79m total reach.

Brand Consideration

- Volvo secured more than 250 sales leads over the course of the tour - including test drive, e-brochure and information sign-up requests.