

GOCAR CASE STUDY



GO CAR
drive different

Sign up @GoCar.ie
Use by the Hour
Free City Parking



GoCar Case Study

Challenge

GoCar is Ireland's number one car sharing service, operating predominantly in Dublin. GoCar wanted to increase traffic to their website and drive sign ups to the service.

Idea

With TV being the most effective awareness driver, GoCar identified AdSmart as the perfect solution.

- Targeted TV – Dublin only campaign
- Further ability to target by lifestyle type
- Accessible within budget constraints

Plan

- Through AdSmart, GoCar were able to identify audience attributes with a high propensity to be in the desired target group for this unique car sharing proposition.
- Overlaying targeted Experian Mosaic audiences with AdSmart's regional targeting capability, GoCar were able to ensure their TV ad was only seen by key prospects in Dublin.
- Key prospects were matched with Established Elites, Upwardly Mobile Enclaves, City Centre Mix, Better Off Greys, Young & Mortgaged, Struggling Society, Careers & Kids
- The AdSmart campaign aired for six weeks and ran alongside other Online Search and Social Media advertising activity.

Results

71%

increase in ad recall

33%

increase in spontaneous awareness

50%

uplift in website visits

adsmart

from sky