

# NISSAN CASE STUDY



INTELLIGENT HEADLIGHTS

BOOK A TEST DRIVE TODAY AT YOUR  
LOCAL NISSAN DEALER IN CORK.

LUCEY MOTORS

## Nissan Case Study



### Challenge

Nissan ran an AdSmart campaign to launch the new and improved Nissan Qashqai with a sleek new design featuring intelligent 4X4, intelligent headlights and intelligent ride control.



### Idea

An AdSmart campaign launching the new and improved Nissan Qashqai formed part of a wider cross platform campaign including heavy linear activity designed to ;

- Build consumer awareness of the new model.
- Convey that the new model is better than former and is the best vehicle in its segment.
- Encourage visitation of [www.nissan.ie](http://www.nissan.ie) for price points, brochure downloads and more information.



### Plan

- Nissan used a combination of regional targeting and a selection of Experian Mosaic group targeting to reach their core audience, and used unique end slates on the creative for each county selection.
- Targeting Dublin, Cork and then the rest of ROI excl Dublin & Cork, regional activity was overlaid with Mosaic attributes of Career & Kids, Young & Mortgaged, Farming Families & Commuter Farming Mix.
- The campaign consisted of three pieces of copy that were unique to each of the three regional campaigns. The creative communicated the intelligent features of the car and ended with the message to book a test drive at a local Nissan dealer.



### Results

18%

increase in ad recall

40%

increase in brand awareness

20%

took some form of action

adsmart

from sky