

Skype Ad Effectiveness Case Study



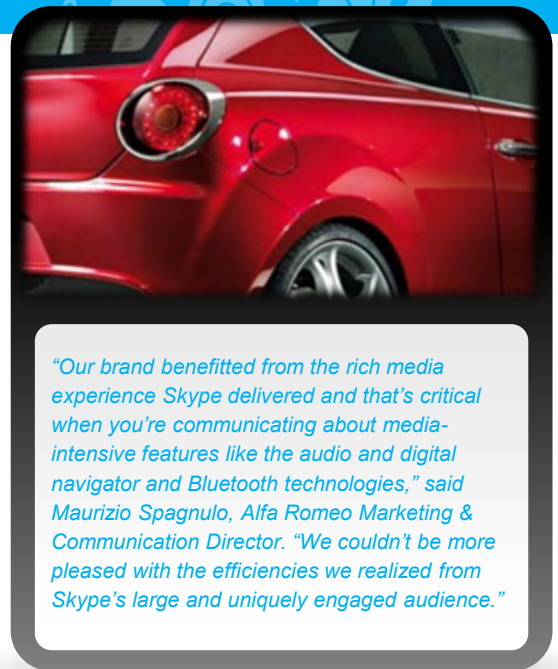
Alfa Romeo Revs up MiTo Launch on Skype

MARKETING CHALLENGE

Alfa Romeo is a brand of the Italian car manufacturer FIAT founded in Turin in 1899. The MiTo is Alfa Romeo’s compact sports car—or sporty “supermini.” Alfa Romeo’s goal was to support the MiTo launch and differentiate the vehicle with its superior integrated digital features including the music system, Bluetooth, voice command and navigator.

SOLUTION

Alfa Romeo’s month-long Skype™ campaign featured homepage and conversation ads. Skype enabled MiTo’s marketing team to connect with its target audience within an application where they were already sharing experiences with those that matter most in their lives.



RESULTS

All brand metrics rose as a result of the MiTo campaign – significantly outperforming the pre group. Skype’s high-impact, rich-media creative opportunities successfully drove awareness and brand messaging. While the control group showed initial high awareness of the MiTo brand, the homepage and conversation ads improved that even further.

Notably, strong lifts were seen for key purchase indicators such as intent to purchase and intent to recommend for both ad placements over the control group.

Brand favorability rose among those who recalled the MiTo ads for both placements – an indication the creative resonated with the audience and communicated the benefits of the brand well.

Brand Impact

Lift from>	Homepage Ad	Conversation Ad
Awareness – Top of Mind	+19%	+25%
Brand Favorability	+21%	+30%
Brand Message Recall	+87%	+120%
Intent to Recommend	+30%	+36%
Intent to Purchase	+49%	+66%



Reported Post-Ad Actions

Action:	Saw ad on >	Homepage	Conversation
Clicked on the advertisement		52%	51%
Visited the brand's Facebook page		39%	34%
Conducted Internet search for Alfa Romeo Mito		37%	37%
Discussed the brand with friends or family		21%¹	27%²
Visited the dealership		16%	17%

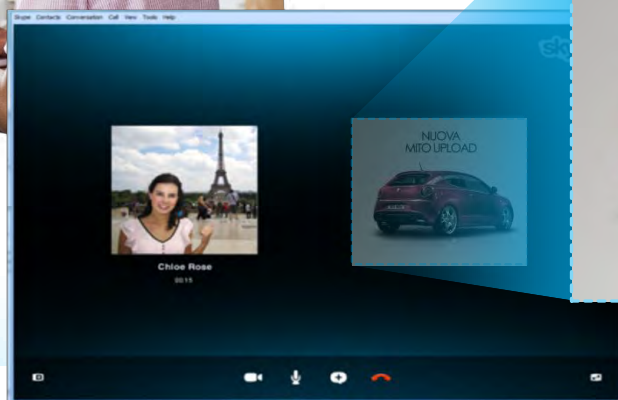
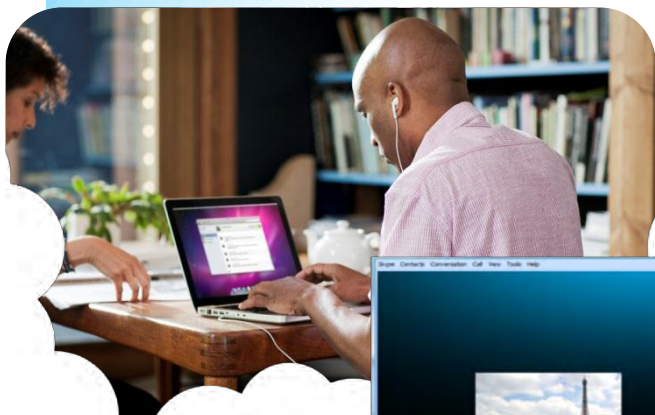
¹For 35% of these people, this discussion would happen over Skype
²For 36% of these people, this discussion would happen over Skype

RESULTS (cont.)

Skype's audience reported engaging with the brand and reported taking meaningful action following the campaign.

CONCLUSION

Skype's large audience drove exceptional reach for Alfa Romeo's MiTo. Alfa Romeo achieved its goal of educating viewers about the brand and creating preference, and that favorability translated into post-campaign action online, at the dealer, and in conversations with friends and family.



Skype Conversation Ad

Research Methodology

Skype worked with research company comScore, to recruit Skype users. The respondents were divided into a control group (did not see campaign) and test group (opportunity to be exposed to campaign on Skype). 303 people responded in the test group and 307 in the control group. Both groups answered an online questionnaire that measured their awareness, opinions, and engagement with the brand.