

Volvo achieved significant brand lift and engagement through mobile display & video ads.



About AdMob

In May 2010 Google acquired AdMob, a leading mobile advertising network that serves billions of mobile banner and text ads a month across a wide range of leading mobile websites and applications. AdMob helps advertisers connect with a relevant audience of consumers on mobile devices and gives publishers the ability to effectively monetize their mobile traffic.

Visit www.admob.com for more information.



About Volvo

The Volvo Car Corporation is one of the car industry's strongest brands, with a long and proud history of world-leading innovations. Founded in Gothenburg, Sweden, by Gustaf Larson and Assar Gabrielsson, the first car left the factory on 14 April, 1927.



About Mobext

Mobext is a specialized mobile marketing agency operating within the Havas Digital family of agencies. Its roster of clients are globally recognized brands ranging from many sectors including automotive, finance, retail, entertainment and consumer packaged goods companies.



About MPG

MPG is an international media service group with more than three decades of experience. It is the biggest network within Havas Media, the media arm of Havas, one of the world's leading groups in communications consulting.

Goal:

Volvo wanted to invoke passion and buzz around the launch of its new S60 sedan. The auto brand aspired to showcase the sedan as an edgy lifestyle vehicle that consumers would feel proud to own and excited to drive.

To that end, Volvo and its agency partner, Mobext, the mobile marketing arm of MPG and Media Contacts, decided that its mobile strategy needed to focus on emotive formats, such as mobile video and rich media.

Solution:

To promote the S60, the Volvo team ran an extensive mobile branding campaign with Google. With Google's AdMob platform, the Volvo team targeted smartphone owners, a demographic that was more likely to have higher household incomes and more likely to be in the market for a vehicle like the S60.

The Volvo team used a combination of banners and interactive video ads to engage consumers while they were browsing mobile content on their phones. The interactive video ads showcased a fast-paced 30-second video of the S60 and allowed users to browse additional images of the car and even visit the site, all without taking the user out of the video ad and the original content that he was browsing.

From the mobile ads, consumers could direct themselves to the S60's mobile-optimized site where they could engage deeper with the brand. Once there, consumers could rotate an image of the car on their phones for a 360 view of the vehicle, swipe their screens to view more photos & videos, and locate nearby dealerships.

Consumer Interactions on Video Ad and Mobile Site



Rotate car for 360 view

Swipe for images of car

View additional videos of car

Locate nearest dealer

"Nearly a minute spent with a brand is about all you can ask for; that's serious time exploring what a brand is all about. We knew this tactic would be successful, but the performance went beyond our expectations for engagement and performance of click-through rates." Jared Hopfer, Associate Director, Mobext

Results:

According to InsightExpress, the research partner that tracked the branding impact of the campaign, Volvo achieved significant lift across all brand metrics:

+240% in brand favorability

+88% in purchase intent

+78% in recommendation intent

These results set a new bar in mobile ads as InsightExpress indicated that Volvo outperformed average brand lift for automotive advertisers by 11x.

Interaction and click-through rates also exceeded the client team's expectations. According to Google, mobile users interacted with Volvo's ads for 1 minute on average. The CTR for Volvo's mobile campaign was 3.9%, roughly 10x more than Volvo's traditional banner CTRs.

These successes also expanded the Volvo team's approach to mobile advertising. Prior to this campaign, the client envisioned mobile primarily as a direct response channel. Since then, Volvo and Mobext now view mobile as a branding mainstay and have added mobile to several upcoming branding and engagement programs.

"The interactive video ads encouraged deep consumer engagement and higher response rates compared to other media running during this same time. With the proliferation of smartphone devices, this is an area that we'll continue to invest in and expect to see continued growth." Linda Gangeri, Manager, National Advertising, Volvo.

Auto-Play Interactive Video Ad



User launches app; app load screen

Video starts and plays on even after other action buttons are initiated

Video can be skipped anytime or replayed