



The Solution:

A **mobile banner advertising** campaign ran across the whole Yahoo! US mobile network on the day of the motor show, as well as at other times on other sites.



Business Need:

To launch the new Jaguar XF at the Los Angeles motor show, in a way which mirrors the **style, innovation** and **technological advances** of the new model and can be accessed on the move.

The ads clicked through to a **mobile internet site*** where user could read about the design, performance and innovative features of the car or **download** videos and wallpapers. (*As well as unique iPhone site)

Users could also **submit their email address** to receive the XF email brochure or enter their zipcode to **locate their nearest dealer** to arrange a test drive.

Results?

- ✓ Over 8m WAP banners served so far, of 60m booked for the year
- ✓ Average CTR of 0.53%
- ✓ 44,000 Unique Users
- ✓ Average of 1.4 interactions per session (downloads or FMN dealer)