



Activating Consumers: New Truck Model Campaign

Launching the Next Evolution of a Popular Truck

TiVo captured a receptive, utility-minded audience by delivering branded video content to announce the redesign of a leading vehicle.

Situation:

A well-known automaker targeted truck enthusiasts with interactive advertising featuring its latest redesign. The resulting campaign enticed viewers to click through to videos emphasizing the model's improvements.

Key advertiser goals:

1. Reach a specific audience: Target interested consumers eager to learn more about a popular truck's latest enhancements.
2. Shift brand perceptions: Introduce new manufacturing processes that deliver a powerful, quality-built vehicle.
3. Drive consumer action: Spur consumers to research, test drive and buy the vehicle.



TIVO ADS DRIVE ACTION.

40 percent of viewers visited the auto manufacturer's website, 30 points more than the control group. 30 percent immediately looked up the brand on a smartphone or tablet. 32 percent visited a dealership, a gain of 26 points over the control group.*



TIVO ADS INCREASE PURCHASE INTENT.

Research showed 11 points greater purchase intent than the control group and 10 points more than the next truck brand. The likelihood to recommend the vehicle increased by 14 points, while those likely to test drive increased by 10 points.*



TIVO ADS EFFECTIVELY SHIFT PERCEPTIONS.

When compared to the control group, viewers surveyed showed improved impressions of: Towing (+9 points); Torque/Power (+8 points); Quality (+8 points) and Innovation (+8 points).*

*Based on results from a Rovi Brand Impact Study, July 2014.

1. TIVO REACHES RECEPTIVE AUDIENCES.

Using consumer data for insight into the preferences of historical truck owners, truck enthusiasts and active/adventurous consumers, TiVo can reach viewers more likely to be in the market for their next vehicle.



Recommendation:

To reach target markets, move the needle and shift brand perceptions, run your direct-to-video ad campaign with as many as three units per day for 3 to 8 weeks in both the interactive program guide (IPG) and the smart TV user experience.

2. TIVO CAMPAIGNS MOTIVATE AUDIENCE ACTION.

Banners in the IPG and smart TV user interfaces can compel viewers to research further on second screens.



Recommendation:

Complement your media mix with IPG ads that link to longer-form video, reaching consumers with a message that's perceived as content. This causes mid-funnel activity driving higher consideration.

3. TIVO IMPACTS BRAND PERCEPTIONS.

Links to 2- to 3-minute short-form videos focusing on a streamlined manufacturing process captured the attention of interested audiences and improved perceptions of the vehicle's power, quality and innovation.



Recommendation:

Use TiVo ads to achieve specific brand goals, such as reshaping perceptions around key values to improve purchase intent.