



Accelerating Awareness Among In-Market Auto Buyers

They Engaged

66,598

People

Who Spent

1m 40s

On Average

Delivering

40%

Brand Lift

Land Rover's Goal: Drive Model-Specific Brand Awareness

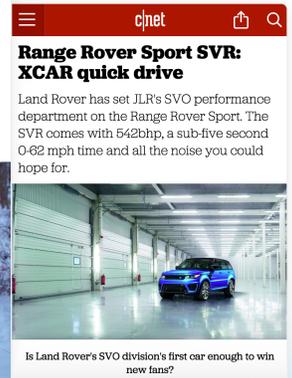
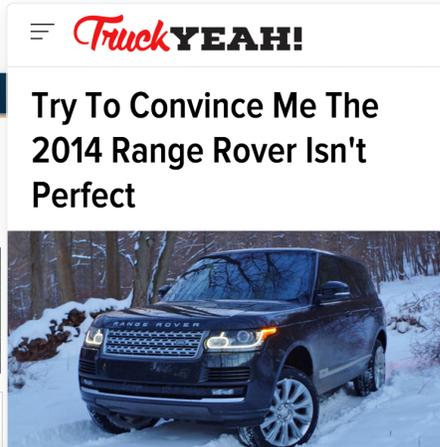
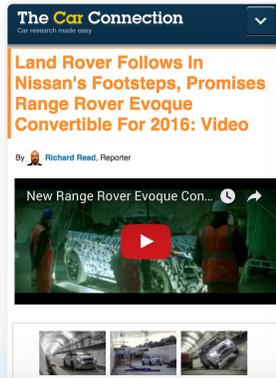
Land Rover wanted to increase favorable brand perception and maximize awareness of its latest model to fill the gap between their branding and direct response efforts.

Our Solution: Promote Earned Content That Excites

Land Rover worked with inPowered to discover and promote content around a “first driving experience” theme to seed excitement among in-market automotive consumers. To further help drive purchase intent, inPowered promoted fun stories about what Land Rover is doing to create and amplify positive sentiment about the brand itself.

Content

The campaign featured 14 pieces of Land Rover’s best earned content discovered by inPowered. The stories were written and published by auto-endemic sites and included both news and reviews. inPowered focused on stories related to “first driving experiences,” as they resulted in the highest engagement rate.



“ We believe in the power of third party earned content and being able to curate and promote the most relevant content for the brand to drive intent and consideration has been great for the brand. ”

Audience

Land Rover wanted to reach in-market auto buyers with a \$75K+ household income, a focus on outdoor and luxury SUV interests, as well as discovery sports for younger audiences. Facebook age targeting included men 25-54. The highest engagement came from 40-54 year-olds in the SUV and Land Rover interest segments.

Ads & Distribution

The curated Land Rover stories were turned into native advertising formats, such as in-feed and in-ad units, which integrated seamlessly within relevant content. The In-feed units drove the highest engagement rate.

The inventory sources used for the campaign included Facebook, Yahoo Gemini and DoubleClick AdX. Yahoo Gemini proved to be the strongest distribution channel in terms of engagement rate.

