Land Rover Success Story

Accelerating Awareness Among In-Market Auto Buyers

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.

They Engaged 66,598 People

Who Spent 1m 40s On Average

Delivering 40% Brand Lift
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.

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.

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.