

RadioTimes Gardeners' World

CASE STUDY CHEVROLET

Chevrolet Launching the Chevrolet Aveo

THE CHALLENGE

The advertising team were tasked to create a campaign that would generate awareness of Chevrolet's new launch, the Aveo, whilst also building a rapport with their target audience and reinforcing their positioning as an economical, value for money, versatile car.

THE IDEA

The Brand Solutions team came up with an idea which involved using a combination of advertorials in Gardeners World and Radio Times, as well as an interactive micro site on gardenersworld.com and radiotimes.com. The campaign was based around the theme 'Aveo Explores...City Fringes'. The idea was to visit different city fringe locations each week and to provide readers with a guide of things to see and do in the area, whilst subtly highlighting the Aveo's functionality.

The campaign included a competition entitled 'Are you an Aveo explorer?' and readers were given the opportunity to win a weekend away, picnic hampers or entertainment vouchers by answering a question about the Aveo brand. The competition, promoted by the advertorials, drove traffic to a dedicated micro site, where users could find out more information about the Chevrolet Aveo and enter the competition.

THE EXECUTION

It was essential to get readers interacting with the Chevrolet Aveo brand whilst also communicating the key benefits and values of the vehicle, particularly focussing on its good value, functionality and flexibility.

The magazine advertorials engaged the reader with captivating imagery and the copy

contained in each of the advertorials was specifically tailored to the appeal to the different magazine readers. The magazine advertorials directed readers to the micro site where they could enter the competition, explore the locations featured in the advertorials using the interactive maps and route planner, order a Chevrolet Aveo brochure and book a test drive.

To measure how effective the campaign was at increasing brand awareness and improving the perception of Chevrolet Aveo versus core competitors, a research survey was devised and users were prompted to take part using via a pop-up on the website.

THE RESULTS

Using a combination of magazine advertorials and a micro site worked really well to raise awareness of the Chevrolet Aveo, with 39% of adults aware of the Aveo brand after just a 2 month campaign.

The magazine advertorials were also extremely effective at driving readers to the micro site (as illustrated by the chart). Over 8,800 users interacted with the micro site, generating over 29,000 page impressions, and almost 9,000 competition entries.

The campaign was a powerful messaging tool for Chevrolet and successfully reinforced their value for money message – the perception of the Chevrolet Aveo being a good value for money car increased by 71% from pre to post campaign.

The campaigns success justified the use of press on the schedule and resulted in a second campaign being booked the following year.

advertisement feature

AVEO EXPLORES CITY FRINGES Chichester

Go out and about in the Aveo and discover plenty to do in and around this Sussex city

Chichester is the perfect destination for a short break, whether you're looking to relax, visit or take a little culture if you go further afield. And it's all within reach of your new Aveo. Discover some hidden gems of your area and enjoy the view. Why not start with a visit to the cathedral? It's a short drive from Chichester and a beautiful sight. Experience sandy beaches.

There's plenty of space in the Aveo to hold everything you need for your trip and off you go!

SEE THE SEA... Visit Worthing Beach
There's nothing more relaxing than a walk on the beach, and if you're lucky, why not pick up a picnic and head down beach.

Health and fitness are always a top priority. Why not go for a run on the beach? It's a beautiful sight and a great way to get fit. Visit www.worthingbeach.co.uk to find out more.

PACK IT IN...
If you're going to the coast, you'll need a picnic. The Aveo has plenty of space to hold the picnic. Visit www.gardenersworld.com/chevrolet for more information.

WIN ARE YOU AN AVEO EXPLORER?
If you might be in with the chance of winning one of these prizes: a two night stay for two at a luxury spa, a picnic hamper, a weekend away, or a £100 entertainment voucher. To enter, visit www.gardenersworld.com/chevrolet.

Get real with the new Aveo from £7,495. www.gardenersworld.com/chevrolet

Be an Aveo Explorer

Request a test drive

Order a brochure

Visit Chevrolet.co.uk

Find a retailer

Watch the ad

Getting you there

Enjoy the ride

Get real with the new Aveo

Follow the Chevrolet Aveo guide to the city fringes and go for an adventure in your car and discover the unexpected.

Summer is the perfect time to get out and about. The car and going for an adventure is just the answer - especially as the weather may not always be at your side here. Take in the fresh air, enjoy the view, and discover the unexpected.

Discover your guide to getting the most out of your city fringe. It's all about the fun and discovery. It's all about the fun and discovery. It's all about the fun and discovery.

Each week we'll be bringing different UK cities to you. So you can see it all in one go. It's all about the fun and discovery.

From things you can't see in a magazine, to things you can't see in a magazine, to things you can't see in a magazine.

Getting you there

Enjoy the ride

