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CASE STUDY
CHEVROLET

Chevrolet
Increasing brand awareness and engagement

The Aveo *Real-Value Challenge*:
Lindsay Bell and family

One of the three finalists from the *Real-Value* Challenge, Lindsay Bell, discovered low-cost, great-value London in a Chevrolet Aveo...

THE WINNING ENTRY

Saturday – A greener London...

"We love the Aveo – it really suits our city lifestyle" Lennon Bell

Sunday – Into the big smoke

The adventure starts here – preparing for the *Real-Value* Challenge

Win a TomTom sat nav system!

Here's how...

TO SEE ALL THREE OF THE AVEO REAL-VALUE FINALISTS, VISIT RADIOTIMES.COM/CHEVROLET

Everyone's trying to save pennies this summer, but that doesn't mean you can't have plenty of fun. Take the stylish, practical and great-value Chevrolet Aveo for instance, and you'll have adventures aplenty.

It boasts great features such as electric front windows, an MP3 jack and adjustable steering wheel as standard, as well as fantastic bonuses like a three-year warranty included.

And the good news is you could win your very own Aveo by entering the Aveo Real Value Challenge! Simply visit *bbcgoodfood.com/chevrolet* and share your ideas – in less than 100 words – for local, low-cost weekend trips: the more action-packed and fun, the better! You could make up obstacle courses on the beach or maybe explore different parts of the country.

So come on, go online now before the closing date of 5 June 2009. Good luck!

Official government environmental data. Fuel consumption figures mpg (litres/100km). Aveo range: urban: 32.8 (8.6)–39.2 (7.2), extra urban: 55.4 (5.1)–61.4 (4.6), combined: 44.1 (6.4)–51.4 (5.5), CO_2 emissions: 132g/km–152g/km

Win a brand new Chevrolet Aveo. Enter the Aveo *Real Value Challenge* now!

Enter now by visiting *bbcgoodfood.com/chevrolet*

The three best entries will be given an Aveo for the weekend to live out their great-value adventure. Plus, they'll be asked to keep a photo diary of all the fun. The overall winner will win an Aveo!

Need inspiration?

Short on ideas for a great trip out? How about taking a treasure hunt around Farmers' Markets for unusual foods and having a picnic somewhere different? With plenty of boot space, the Aveo can easily store your brimming hamper. See the website for more ideas!

ENTER YOUR ADVENTURE TO WIN!

Terms & conditions: Promoter Chevrolet UK Ltd (GM), 10–15 Osborne Road, Luton LU1 3YT. The competition is also running in Radio Times and Gardeners' World. For full T&Cs, visit bbcgoodfood.com/chevrolet

Visit *bbcgoodfood.com/chevrolet* now to win a Chevrolet Aveo

CHEVROLET

THE CHALLENGE

After the success of the launch campaign that ran in Radio Times and Gardeners' World in 2008, Chevrolet wished to run a campaign in 2009 to build on the level of brand awareness achieved the previous year.

The client wanted to firmly fix the model's brand values in the reader's mind, particularly the value message and ultimately drive readers and users to visit the Chevrolet website, order a brochure or visit a show room.

The final part of the brief was to ensure that the campaign for the Chevrolet Aveo was engaging and that consumers would be able to interact with the content in various ways.

THE IDEA

The idea was to create a multi-platform campaign across print and online that would draw upon the strengths of the 2008 campaign.

However, this time there would be greater focus on the online element and a competition mechanic would be used to engage audiences with the value message and encourage interaction with the Chevrolet Aveo brand.

In addition, BBC Magazines' Ad Insight team would run an ad effectiveness study to test the success of the campaign.

THE EXECUTION

Radio Times and Gardeners' World were again selected for the second year running by Chevrolet. In addition, based on recommendations from last year, the client also decided to include Good Food on the schedule.

A microsite was launched in April alongside an advertorial campaign across all three magazines, encouraging users and readers to submit, their ideal 'value' weekend entries using the Aveo. Half page competition entry reminders ran in May and then the campaign changed tack in June.

At this point three finalists were selected and were featured in the

The Morleys' entry!

The Morley family

One of three finalists in the Aveo Real Value Challenge, the Morley family has fun with a Chevrolet Aveo for a weekend in and around Yorkshire

Ingredients
1 Chevrolet Aveo
2 aging parents
2 energetic daughters

The recipe
Saturday
9 Fasten the Chevrolet Aveo seatbelts. Does Dad know the way?
2 Buy supplies for picnic in Ingleton.
8 Climb Pen-y-ghent with songs, jokes and lots of chocolate.
4 Picnic time.
6 Drop by Airton Farm shop for bacon, sausages and ice cream.
8 Head home.

Sunday
9 Pack straw into the Aveo.
8 Off to Ramsby Point to see the famous red squirrels.
8 Play a game of beach tennis. Losers cook bacon and sausage sarnies.
10 Paddle in the sea.
01 Time to head home.

The adventure begins...

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magazines taking part in their day out. The microsite, re-opened as a forum, where users could vote for their favourite finalist to win the car! The voting deadline was in August and the winner was announced online.

To monitor such an integrated campaign, three waves of research were required: a pre-wave in April, a mid-wave in June and a post wave in August. The research was designed to discover whether the campaign had delivered against the objectives set.

The aim of the campaign was to build on the brand awareness already established in 2008, ensuring the value message was communicated, while also monitoring the effect of the current economic climate on our readers and users' car purchasing decisions.

THE RESULTS

More than 1 in 4 respondents recalled seeing the campaign without any prompting. Once the advertorial was shown, this increased to 1 in 3. Good Food readers responded particularly well with 42% recalling the campaign once prompted.

Chevrolet saw the highest increase in brand awareness compared to its competitors. This was accompanied by an increase in awareness of Chevrolet models, and a decrease in those who knew nothing about the brand, showing that knowledge of the brand had improved within the campaign period.

In line with the objectives of the campaign, awareness of the Chevrolet Aveo, increased by 15% from pre to post. This was the highest increase in awareness versus competitor models and meant that 1 in 4 respondents could identify the Aveo.

A higher percentage of respondents agreed that the "AVEO is a great value car" than any of the other impression statements we asked, proving the creative worked well to communicate the value message.

In addition, the website delivered:

- Unique users: 25,190
- Visits: 29,670
- Page views: 59,067
- Pages per user: 2.3
- Dwell time: 1.45 min
- Comp entries: 6,183

The 2009 Chevrolet Aveo activity delivered both an engaging and effective campaign and succeeded in firmly fixing the model's brand values in the minds of our readers.

"After a successful 1st partnership with BBC magazines to launch the Chevrolet Aveo, we wanted to continue and build on our relationship with their readers. BBC had some great learning's from the first partnership, which enabled them to develop the second into something even more engaging than the first, by asking their readers to tell us what their perfect day would be if given the chance to have an Aveo for the weekend, along with this they were encouraged to give us their pragmatic tips.

The 3 competitions involved in the partnership provided some very interesting findings as well as some very happy winners. Due to this success, Chevrolet will continue their relationship with the BBC magazines readers in 2010."

Maia Weil, Communications Planning Executive, Carat