

Top Gear

CASE STUDY FIAT



● In a recent Fiat digital campaign Top Gear out performed a number of other highly regarded automotive sites. When working back to an effective CPA, Top Gear was as much as four times cheaper than the next closest competitor. This is a great result for the client and we will definitely re-book with Top Gear for future campaigns. ●

WILL SPIERS

Digital Planner/Buyer, MediaVest

Fiat Talking tactics and direct response

THE CHALLENGE

To increase brand awareness amongst potential car buyers, promote the Fiat 500, Fiat Bravo and Fiat Punto and drive direct response.

THE IDEA

To create a tactical campaign for Fiat by securing key words on the car review pages of topgear.com.

THE EXECUTION

We wanted Fiat to remain the number one choice amongst consumers most likely to buy a Fiat model as well as impact on potential buyers of competitor car brands. We decided on a strategic campaign that would involve both brand defence and competitor targeting.

In addition to running MPU and Skyscraper placements, Fiat also bought their own key words

on the Fiat car review pages of topgear.com as well as keywords on competitor car review pages. This gave Fiat a powerful presence and leverage in reaching potential customers who may be in the market for purchasing a similar model from a competitor. The display creative directed potential car buyers through to the Fiat website where they could request a brochure or test drive.

THE RESULTS

The campaign delivered a phenomenal click through rate with high CPA conversions. The Fiat campaign on topgear.com proved to be four times more effective than on other motoring websites. Over 500 brochure and test drive requests were also applied for as a direct result of the campaign.

