

Top Gear

CASE STUDY MICHELIN

Save energy, time and money thanks to Michelin Energy Saver!

Find up of being hours to get around town? Does your A to B involve a CT? All this can be a thing of the past thanks to Michelin Energy Saver. A slick top of the range Sat Nav system and £500 cash is up for grabs for one lucky Top Gear fan, and two runner-up prizes of £250.

WIN A SAT NAV + £500 CASH WITH MICHELIN

Enter now to win a Michelin Energy Saver tyre & £500 cash!

MICHELIN ENERGY SAVER

Michelin Energy Saver is the latest generation of 'green' tyres from a world leading tyre manufacturer, dedicated to improving the mobility and safety of road users whilst helping save money and the environment. The expertise and technology behind the Michelin Energy Saver range improves the motorist's driving experience across several key areas.

More about Michelin Energy Saver tyres

DRIVER SAFETY

In wet road tests conducted by the TÜV SÜD Automotive a car equipped with the Michelin Energy Saver had a braking distance 3m shorter than the same vehicle fitted with previous generation tyres. The same test proved Michelin Energy Saver had a shorter braking distance than the average of the major competitor tyre brands*.

DURABILITY

The Michelin Energy Saver also offers a very long tread life, on average delivering 40% more mileage than other leading brand-name tyres**. Based on average annual driving distances in Europe, this means nearly an additional year of driving.

HOW THESE MICHELIN TYRES SAVE ENERGY

By combining lower fuel consumption, shorter braking distances and greater longevity the Michelin Energy Saver provides users with a host of benefits. The tyre really do enable motorists to drive further, safely, while spending less.

Rolling resistance is improved by nearly 20%, cutting the energy needed to propel the vehicle. Fuel Savings of nearly 8.2 litres per 100km reduces CO2 emissions by 40 per km and the cost of a full tank of fuel by almost £1.40***.

The Michelin Energy Saver has been designed to equip an energy car in the market as possible - including small city cars, sedans, coupes and MPVs and will be widely available in 21 areas.

Top Gear

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Games

BACK TO GAMES

Be a star in our reasonably priced car

Top Gear

Your chance to set a quick lap around the Top Gear track in our reasonably priced car - and see how you compare to the stars on our telly show.

Star in a reasonably priced car

MICHELIN

High Scores Mail a Friend Instructions Practice Lap Timed Lap

Michelin Brand interaction and engagement

THE CHALLENGE

To achieve visibility, stand out and brand engagement amongst potential car buyers for the launch of Michelin's new energy saver tyres.

THE IDEA

To create a campaign across traditional display formats on key areas of topgear.com as well as a competition and interactive game to engage users and encourage interaction with the Michelin brand.

THE EXECUTION

Michelin sponsored the topgear.com news page, which included a bespoke ad feature placement for the client. The ad feature placement linked through to an advertorial featuring a competition that gave users the opportunity to find out more about Michelin energy saver tyres as well as a chance to win an in-car satellite navigation system and £500 cash prize. Combined with a MPU placement on the homepage as well as editorial and feature spots, Michelin had clear visibility and prominence on key areas of topgear.com throughout the course of the campaign.

In addition to the above coverage, a unique car racing game was created similar to the Top Gear TV show feature 'Star Laps' where each week a celebrity completes a timed lap around the infamous Top Gear test track to

become a 'star in a reasonably priced car'. The online simulator game accelerated driving speeds in real time, therefore making finishing times comparable to celebrities featured on the Top Gear TV show. This added a fantastic competitive edge to the game and as users raced to complete laps, they passed Michelin hoardings on the way. Sponsorship and in-game branding made Michelin an integral part of the gaming experience.

THE RESULTS

Competing to beat the stars and each other, gave the 'Star Laps' game a high level of playability as users raced at record speeds for the top spot! There were over 437,000 plays over a 6 week period, not including repeat plays. Including repeat plays, this figure increased to an incredible 2 million plays. With over 300,000 users interacting with the Michelin brand for an average of 12 minutes each, the game undisputedly provided a high level of brand engagement for the client. In addition the display and advertorial mechanics informed users about Michelin's energy saver tyres and gave Michelin a strong presence on topgear.com throughout the course of the campaign, achieving visibility, standout and brand engagement amongst potential car buyers.

6 The Michelin Energy Saver campaign on Top Gear.com introduced Michelin to new levels of digital activity in the form of in-game advertising, advertorial and channel sponsorship, offering multiple digital touch points across Top Gear. The high level of competition entrants and game interaction surpassed Michelin's expectations, delivering prolonged engagement with the desired target audience within a high quality automotive environment. Michelin will definitely consider Top Gear for future automotive target activity. 9 MATTHEW BELL DIGITAL ACCOUNT MANAGER - MEC INTERACTION