

TopGear

CASE STUDY TURTLE WAX



“The ICE my car campaign delivered a holistic programme to an engaged and knowledgeable audience which ensured our brand leadership in this new car care category”

ANDREW FREEMAN

European Marketing Director, Turtle Wax Europe B.V.



Turtle Wax ICE My Car Communicating Key Brand Values

THE CHALLENGE

Top Gear was tasked to create a campaign that would engage readers and build brand awareness of Turtle Wax's 'ICE' product range. The objective was to increase sales whilst also communicate key brand attributes such as a value for money particularly in comparison to the competition.

THE IDEA

The Top Gear creative team came up with an interactive multiplatform solution using a combination of advertorials in Top Gear magazine and an interactive micro site supported by a heavy weight directional advertising campaign on topgear.com. In addition to this Turtle Wax ICE had joint branding alongside Top Gear at The International Motor Show and carried out a national road-show at major retailers and driving events around the country. The campaign also involved point of sale promotion at Halfords with Top Gear branding.

The campaign encouraged

users to interact with the Turtle Wax brand in a driving game and a competition where entrants submitted pictures of their shamefully dirty and dazzlingly clean cars.

THE EXECUTION

Top Gear's audience entered the competition by submitting their dirty and freshly cleaned car to appear on the micro site styled like a Panini sticker album. The top five cars each day were showcased in the 'Iced Gems' collection. To further increase engagement with Turtle Wax, registered users became judges of the competition as well as content generators.

The magazine advertorials created awareness of the competition and drove traffic to the micro site where users could see if their pictures made it into the 'Iced Gems' section. The overall 3 winning cars were given the 'full Turtle Wax treatment' and photographed for a DPS advertorial in Top Gear magazine. In addition, the three winners also won a place in the UK's top



