

TopGear

CASE STUDY
TURTLE WAX



“The ‘Dirty, Dirty Car’ campaign was an exciting initiative, providing strong consumer engagement with the brand.”

PAUL SULLIVAN
Managing Director of Turtle Wax Europe

Turtle Wax Brand building & engagement

THE CHALLENGE

Turtlewax wanted a campaign that would target car owners, build their brand online and encourage exceptional levels of audience engagement

THE IDEA

In order to reach and engage Turtle Wax’s key audience, topgear.com came up with an innovative creative solution: a stand-alone website entitled yourdirtycar.com.

THE EXECUTION

Advertising on topgear.com directed users to a microsite where they were encouraged to participate in an interactive competition by sending in pictures of their dirty cars via their mobile phones or by email. Winning entries were then showcased in the site’s ‘hall of shame’ with five Turtlewax cleaning kits given away to the dirtiest cars of

the week! The Turtlewax microsite also contained a driving game to further engage users with the Turtlewax brand.

THE RESULTS

The standalone website received over 1.7 million page impressions during the campaign period and more than 300 users uploaded photographs. A survey hosted on topgear.com collected over 25,000 responses and measured a positive uplift in brand perception post versus pre campaign. Audience engagement with the Turtlewax brand resulted in an average uplift of 12% against the brand attributes measured – including an increase in purchase consideration.

It was so successful that the campaign won the SWOT award for ‘Best Media Planning and Buying Strategy’ in April 2008 and was shortlisted for ‘Idea of the year’ at the PPA Awards 2008.

