

Fiat Chrysler Automobiles

Problem

How does a car manufacturer raise awareness of its new and improved model?

Solution

By utilizing OOH at numerous auto shows to highlight the new features.

Background

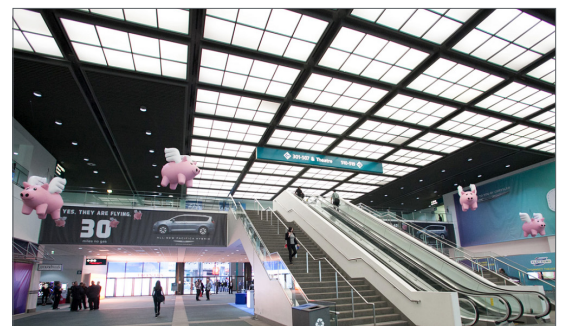
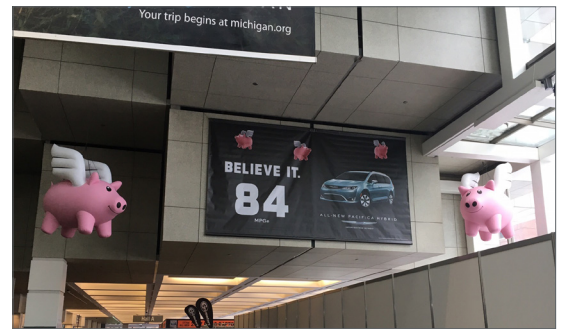
The launch of the 2017 Chrysler Pacifica aimed to generate consumer consideration by highlighting amenities such as efficiency, safety, and security. Further emphasis was placed on the vehicle's technology, capacity for entertainment, and sleek style. Chrysler wanted to appeal to young, eco-friendly consumers to expand on the brand's typical demographic.

Objective

Media components were positioned to drive traffic to the Chrysler booth where the new Chrysler Pacifica would be on display. The Pacifica model differentiated itself from the competition by being advertised as America's first-ever hybrid minivan. The OOH campaign was also timed to overshadow the Honda Odyssey launch by demonstrating the Pacifica's fuel efficiency.

Strategy

Locations were selected by assessing areas throughout each auto show venue that would reach large quantities of attendees. The space would also have to accommodate flying pig balloons hanging next to each OOH execution. In most cases, the pig balloons needed special approval to be posted because such an embellishment had not been used at the media locations before. Three areas were selected in the West atrium at the 2016 Los Angeles Auto Show (LAAS). Three banners and eight balloons gave the impression of a Pacifica-dominated room due to their position and the height of the atrium. Two 60-second spots were contracted on the large, exterior digital spectacular at the 2017 North American Auto Show (NAIAS). Any attendee entering NAIAS would be exposed to these full-motion graphics. A second location, which included a static banner and pig balloon embellishments, was inside the building near the ticketing booths. At the 2017 Chicago Auto Show, four consecutive spaces were dressed with two banners and two hanging balloons that targeted people who had longer wait times in the main ticket lobby. Finally, the 2017 New York International Auto Show (NYIAS) incorporated one large banner with two creative messages from Chrysler, separated from one another by the flying pig balloons.



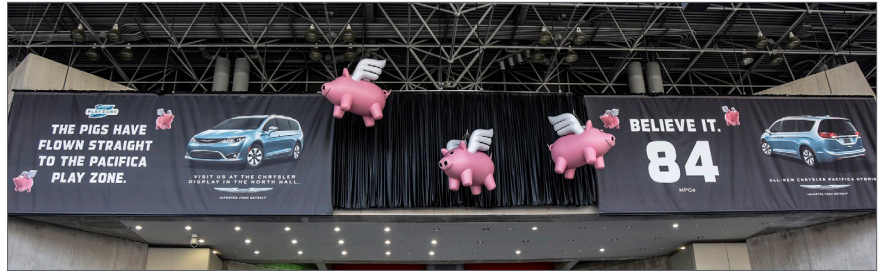
Plan Details

Markets: Los Angeles, Detroit, Chicago, New York

Flight Dates: November 15 - 27, 2017; January 8 - 22, 2017; February 9 - 20, 2017; April 12 - 23, 2017

OOH Formats Used: Exterior static banner, interior static banner, full-motion digital spectacular

Target Audiences: All auto show attendees



Results

The Chrysler Pacifica was awarded the 2017 North American Utility Vehicle of the Year at the North American Auto Show. The minivan got 300 points which topped the Mazda CX-9, 135 and Jaguar F-Pace, 125. The Utility Vehicle of the Year award was new for 2017 and included sport utility vehicles and minivans. It was added due to surging consumer interest in SUVs, many of which compete with minivans as kid-friendly family transportation. The award honors excellence in innovation, design, safety, performance, technology, driver satisfaction, and value. The OOH campaign highlighted all the unique traits that Chrysler was aiming to convey to consumers. The utility vehicle awards were judged by roughly 60 professional automotive journalists from the United States and Canada who worked for magazines, television, radio, newspapers, and web sites. Since the awards were not tied to one specific publication, there was a diverse team of jurors to judge the competition.

Testimonials

The pig balloons were an enormous hit among the client and the attendees. The client loved the first pig balloon and banner execution in Los Angeles so much that they budgeted to include both components at three more shows in Detroit, Chicago, and New York. The president of the LAAS public relations agency even asked if he could purchase a balloon after the campaign had ended for personal use.

Audience Metrics

The campaign locations were not Geopath audited. Therefore, impression measurements were estimated based on the data provided by auto show partners:

2016 Los Angeles Auto Show (LAAS): Attendance not published

2017 North American Auto Show (NAIAS): 806,554 total attendees

2017 Chicago Auto Show: Attendance not published

2017 New York International Auto Show (NYIAS): Over one-million attendees