

Volvo

Problem

How does a well-known vehicle brand increase consumer awareness about the many attributes of its products?

Solution

Utilize an OOH campaign that allows its audience to experience the product and what it has to offer.

Background

The team wanted to allow the general public to experience the Volvo product through a sensory experience. The goal was that viewers walk away educated on Volvo's product offering, message in the marketplace, and fit within their lifestyle.

Objective

Through the signage at Santa Monica Place, at every angle, a consumer was able to experience Volvo whether through a picture of its interface, headlights, safety message, or actual product.

Strategy

The campaign strategy was to dominate the large format inventory at Santa Monica Place and the Santa Monica Parking Garages. The team also had 2 Vehicle Displays on-site with Volvo brand ambassadors.

Plan Details

Markets: Los Angeles

Flight Dates: August 2015 - September 2015

OOH Formats Used: 43 hand-selected locations along key free-ways and highways Life Style Center and Parking Garages, Large Format Walls

Target Audience: General Market

