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## MMA CASE STUDY



# Evoque Launch

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## Campaign Summary

The Range Rover Evoque was designed to stand out in the crowded SUV marketplace, so its supporting marketing campaign also needed to stand out. To that end, Range Rover developed a multi-media campaign that included digital, print, and TV. The campaign exceeded key industry benchmarks, grew web traffic, and increased leads.

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## Strategy and Execution

Range Rover wanted to launch its new Evoque SUV brand in a big way, targeting young, affluent, urban consumers. To reach this audience, the brand created an integrated multimedia campaign with a heavy focus on digital. A groundbreaking iAd pushed the boundaries of mobile advertising for iPad and iPhone users. A takeover of *The New York Times* homepage allowed the Evoque to become news and drove traffic to the Land Rover USA website. Videos were created based on consumer reactions to the car's strategic placement in Times Square. Television integration allowed the car to be featured on the *Top Gear* television program. Range Rover also placed print ads in high-impact magazines.

Additionally, the campaign utilized innovative partnerships that allowed Range Rover to feature the Evoque in places where cars were not usually advertised. For example, the Evoque became the first car to ever be sold on the Gilt Group website.

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## Results

Range Rover measured the campaign's success in several key areas:

- The Gilt Group Evoque package sold in 11 seconds, with 750 consumers waitlisted.
- The Range Rover Evoque iAd exceeded all existing benchmarks by receiving 20 million impressions. The average time spent with the iPhone iAd was 77.5 seconds, beating the industry average of 60 seconds. The iPad iAd produced an average time spent of 80.1 seconds, beating the iPad iAd industry average of 60 seconds. The ad also exceeded industry click-through rate benchmarks (0.59 percent vs. the industry average of 0.50 percent) and page views per visit (8.10 vs. the industry average of three).
- *The New York Times* homepage takeover generated 24,000 total interactions (representing a 0.29 percent engagement rate) and drove over 10,000 visits to the Land Rover USA site. Eighty-nine percent of these visitors were new to the site. The average time spent on the site was three minutes and 21 seconds.
- In total, the campaign generated 577,354,442 digital impressions, 900,701,102 national television impressions across networks, 15,000 tweets, and 20,256 blog posts.
- Overall global website traffic for Range Rover increased by 45 percent from the previous year.
- Tier II site visits increased by 171 percent.

## Source

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“Evoque Launch.” 2012 MMA Smarties Gold Global Winner Video/Rich Media. Brand: Land Rover. Lead Agency: Wunderman.