

SEAT Leon 5-Door Mobile Campaign Site

Campaign Summary

Car manufacturer SEAT wanted to reach out to families with the launch of its Leon 5-door model through a mobile campaign that highlighted SEAT's brand positioning of "Technology to Enjoy." To do this, SEAT partnered with the agency Movement to create a mobile website experience that was immersive, seamless, and easy to use. Customized versions of the site are available in France, Germany, Spain, Italy, Portugal, and Ireland.

Strategy and Execution

SEAT's goals in launching this mobile site were to:

- (1) Demonstrate its brand positioning
- (2) Increase and expand the appeal and relevancy of the new Leon
- (3) Challenge the idea that SEAT only produces cars for the young
- (4) Position the Leon as a best-in-class car in its category
- (5) Generate leads through test-drive requests, brochure downloads, and contact with dealers

The site allows consumers to learn about the car by experiencing it firsthand on their smartphones or tablets. The site was optimized so that it automatically knew which country's version of the site to display.

Consumers can experience the Leon's different driving modes, as well as interior features such as the LED headlights, the entertainment system, or the lane assist feature. At the end of the experience, users can download a brochure and configure a custom car based on their specifications.



Results

Over 800,000 people have visited the mobile site. Users spent over 16 seconds longer on the more interactive pages of the site than on those without as much interaction.

Source

“SEAT Leon 5-Door — Mobile Campaign Site.” 2013 MMA Smarties Silver Winner, EMEA, Mobile Website; 2013 Bronze Winner, EMEA, Product Services/Launch. Brand: SEAT. Lead Agency: Movement.