



## MMA CASE STUDY

**SMARTIES**

**Lincoln  
MKZ**

### Campaign Summary

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The Lincoln Motor Company needed to broaden awareness of and engagement with the Lincoln MKZ sedan through a cross-screen campaign and to direct traffic toward the Lincoln MKZ website. Interactive video ad units were served across desktop, smartphone, and tablet screens, delivering against more than 200 premium sites.

### Strategy

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#### Objective and Context:

The Lincoln Motor Company is a luxury car brand that was founded in 1917 and currently offers six vehicle models. The objectives were to broaden awareness of and engagement with the Lincoln MKZ sedan through a cross-screen campaign and to direct traffic toward the Lincoln MKZ website.

#### Target Audience:

The target audience was luxury car buyers between the ages of 35 and 54 with a household income above \$150,000. Specifically within the category of luxury car buyers, the campaign wanted to target the subcategory known as cultural progressives, who are well-educated, open-minded, and curious. The campaign targeted men and women equally.

#### Creative Strategy:

Interactive video ad units were served across desktop, smartphone, and tablet screens, delivering against more than 200 premium sites, including A&E.com and NationalGeographic.com. The engagement trigger was very clear and concise, helping to drive interaction and true engagement. The nuanced animations were eye-catching but didn't overwhelm the video, which overall was easy to understand and navigate. The brand made sure that the interactive treatments didn't overwhelm the viewer.

### Execution

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#### Mobile Execution:

The clear, concise, and easily navigated creative treatment of the interactive elements drove high interaction and engagement. Working directly with the creative agency, this unit was built using the brand's Super Ad creative template.

The use of Super Mobile Pre-Roll from Tremor Video allowed the initial video to play automatically upon opening a mobile app. Video ads played back in full screen on the mobile device without buffering, adjusting automatically to play in landscape orientation. Placement of the ad could be on app launch, page change, or in-stream as a pre-roll.

With this technology, the viewer could easily tap to launch the slate and view the gallery pictures that were also videos, click through multiple screens, and navigate to the Lincoln MKZ website. A skip button faded in after three seconds, and the mobile execution offered additional options such as tap-to-call, tap-to-map, and Facebook sharing capabilities. The campaign fostered a lean-forward experience by using sight, sound, motion, and touch.

## Results

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The campaign achieved the objective of broadening awareness and engagement of the new Lincoln MKZ sedan. The engagement rate for mobile was more than five times the average benchmark for the automotive category and more than three times the benchmark for tablet.

Saturday through Monday viewing drove the strongest performance for the Lincoln mobile placements. The inference was that as consumers shopped for cars over the weekend and did follow-up research on Monday, they were more likely to engage with the Lincoln ad. The Lincoln MKZ was one of the most successful automotive video campaigns in Tremor Video's history and one of Lincoln's best performing video campaigns of 2013. The campaign solidified the target market and the use of mobile in the luxury car market. Lincoln is currently continuing its use of mobile with a campaign for the Lincoln MKC model.

## Source

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"Lincoln MKZ." 2014 MMA Smarties Cross-Screen Advertising Global Finalist. Brand: The Lincoln Motor Company. Lead Agency: Tremor Video.