

STROSSLE



CASE STUDY:

Established in Yokohama City, Kanagawa Prefecture in 1933, Nissan Motor Co., Ltd. currently manufactures vehicles in 20 markets around the world, including Japan. Additionally, they offer products and services in more than 160 markets worldwide. Nissan continues their quest to optimize product development and deliver exceptional, innovative technology.





"We are very happy with our cooperation with Strossle. It has lifted our campaigns to a higher level and the results speak for themselves. Strossle is extremely competent, easy and flexible to work with."

—
STEFFEN NEDERBY HØJ
Marketing Manager, Nissan Nordic

THE CHALLENGE

The automotive industry is a tough market, as competition is intense and consumer demand in Denmark seems to be growing – especially in the capital. For Nissan to be able to grow their market share, their focus on innovative technology keeps progressing. With a wide range of competitors in the Nordic, Nissan had set out to gain a competitive advantage through highlighting all their initiatives of innovative technology in their marketing communication.

The primary goal using Strossle was to drive a large amount of quality traffic to Nissan's official Danish webpage, using the benefits of native advertising.

Implementing native advertising in their strategy, particularly in relation to new vehicle releases, has granted them a broader distribution and ultimately resulted in a greater consumer reach.


With this initiative, Nissan also aimed to promote brand recognition. Tracking consumer behavior was mandatory in order to determine the quality of the traffic entering the site. An additional analysis was carried out based on a consumer questionnaire, allowing Nissan to see further results of using Strossle. The success of several campaigns has allowed Nissan and Strossle to continue their cooperation.



THE CAMPAIGN

This particular campaign was promoting the new Nissan Qashqai model. It was live over a period of one month and had a click target set at 25.000 clicks. The goal was to gain quality traffic and increase brand recognition. The following three insertions proved to have the highest performance.

ANNONCE



Automatisk afstandsregulering gør motorvejen mere sikker

"Automatic distance control makes the highway more secure"


ANNONCE



Gør parallelparkering til en leg

"Make parallel parking a breeze"

ANNONCE



I SUV-klassen har vi en flerårig mester

"In the SUV-category we have a multiannual champion"



THE RESULTS

To shed light on the effects of the campaign, third-party provider *Audience Project* was hired. A survey was made during the campaign period with two groups of respondents: People that had seen the campaign and people that had not seen it. Participants were asked the following questions:

WHICH AUTOMOBILE PROVIDERS ARE YOU FAMILIAR WITH?

RESPONDANTS THAT HAD NOT SEEN THE CAMPAIGN

15%

PICKED NISSAN

RESPONDENTS THAT HAD SEEN THE CAMPAIGN

26%

PICKED NISSAN

IMAGINE YOU WERE BUYING A NEW VECHILE. WHAT BRAND WOULD YOU CONSIDER?

RESPONDENTS THAT HAD SEEN THE CAMPAIGN

21%

PICKED NISSAN

RESPONDANTS THAT HAD NOT SEEN THE CAMPAIGN

8%

PICKED NISSAN

Respondents were shown material from the *Nissan Qashqai* campaign and asked if they could recall seeing the campaign before. Out of the exposed, 47% remembered the campaign. This corresponds with the further results of the survey, suggesting that Strossle's native campaign made a significant impact on the audience's knowledge of Nissan and likely to consider Nissan for future automobile purchases.