



Chevrolet, mobile.de and nugg.ad – an unbeatable team!

More space in the Chevrolet Orlando and +50% more brand awareness through the targeting market leader nugg.ad

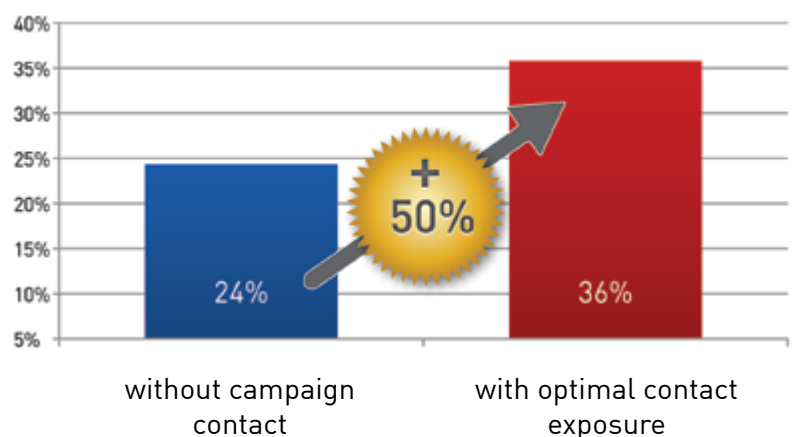
“The Chevrolet Orlando - a powerful family MPV that perfectly combines versatility and design.” This is how Chevrolet describes their new MPV line flagship. An attractive product such as this deserves strong partners in the online advertising market. mobile.de utilised nugg.ad Predictive Behavioural Targeting for Chevrolet and, thanks to more efficient target group appeal, attained an excellent 50% uplift in brand awareness!

THE CAMPAIGN

Over an extended period of 8 weeks, mobile.de of the eBay Advertising Group proved to be an excellent environment for the Chevrolet Orlando campaign. The goal was to raise the brand awareness of the Chevrolet Orlando model. 6.75 million ad impressions were delivered by an extensive advertising media portfolio with medium rectangle, superbanner, skyscraper and banderole ads through the advanced nugg.ad targeting solution. The Orlando campaign was aimed at men, 30-59 years of age, with children under 14 – the effectiveness of the campaign was evaluated by using the nugg.ad Brand Engagement Measurement.

This technology provided detailed insights into brand awareness and purchase intention, thereby uniquely allowing the measurability of the target group in terms of attitude towards the brand. Likewise, it was possible to identify the optimal contact class.

Brand Awareness for Chevrolet Orlando within the target group

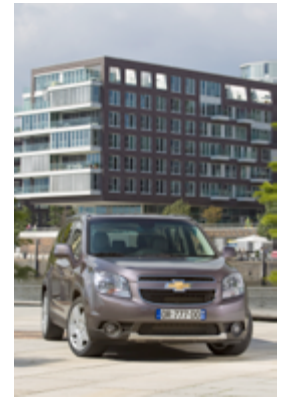




Through a comparison with a control group without campaign contact, the effectiveness of the targeted approach using the nugg.ad targeting systems was verified and the significant campaign success on mobile.de confirmed.

THE RESULT

The main focus of the client was to increase brand awareness of the Orlando model. Thanks to nugg.ad's Predictive Behavioural Targeting, this was achieved with a remarkable uplift of +50% at a contact class of 7 compared to the control group which had no campaign contact. In addition, the popularity of the traditional Chevrolet brand was also raised by as much as 21%. There was also improvement in the intention to buy the new Orlando model which was evaluated at 17%.



CLIENT FEEDBACK

“Our expectations regarding the effectiveness of nugg.ad's Predictive Behavioural Targeting have been exceeded. Uplift in brand awareness of +50% on mobile.de for our Orlando model sends a clear and empirical message. Likewise, such a significant increase of 21% of the already well-known Chevrolet brand is simply remarkable,” said Christina Herzog, the Director of Marketing of Chevrolet in Germany.

	CONTROL GROUP	nugg.ad TARGETING
BRAND AWARENESS	x	+50%
OPTIMAL CONTACT CORRIDOR	-	7 contacts
CAMPAIGN OBJECTIVE	Raising the brand awareness of the Chevrolet Orlando	
TARGET GROUP	Men, 30-59 years of age, with children under 14	
DURATION	8 weeks	
ADVERTISING MEDIA	medium rectangle, superbanner, skyscraper, banderole ads	

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