



Peugeot Launches Hot Hatch with Google Gadget Ads

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Helen Clarke
National Media Manager
Peugeot



Situation

Research shows that people who want to buy a car often go to the internet before they have even decided on a brand. It is no surprise, then, that car manufacturers invest heavily in online marketing, but competing successfully for the attention of internet users means exploring new forms of advertising as they evolve.

The recent TNS/ Google automotive consumer study (June 2007) showed 86% of new car buyers used the internet to help make their decision, with over 50% using the internet at the start of their research process.

Typically, the challenge for automotive advertisers using online advertising is to reach their target audience, drive traffic through to their site and encourage engagement with key areas within the site, including; configurator pages, finance offers, ordering brochures and booking test drives.

With the UK launch of the 207 GTi, Peugeot's new hot hatch, the car manufacturer ran online banner ads to drive traffic to a dedicated landing page on the Peugeot website, alongside cinema, online, press and poster campaigns. However, the company also used the launch to exploit the possibilities of an exciting, new ad format – Google gadget ads – and became the first automotive company in Europe to use them. This pioneering approach added a dynamic element to Peugeot's advertising mix.

Google Gadget Ads are powerful, customisable mini applications that run as ads on the Google Content Network – the largest online global ad network. Nearly anything you can do on a website you can do within a gadget ad. You have the ability to host, create and update your content on a regular basis, making them a flexible outlet to reach your target audience. Building an active community around your brand is easier with gadget ads since they can be shared among users and placed on any webpage including iGoogle.

The gadget ad campaign ran for six weeks from early June 2007. In contrast to the static appearance of the offline ads and the click-through mechanism of the banners, these ads gave users a chance to explore the 207 GTi through a number of rich media features. The key objectives were to give potential customers an opportunity to visualise the car and to boost awareness of the model, by creating additional online engagement.

Solution

Peugeot's gadget ad appeared to users as an MPU-sized screen showing a static image of the 207 GTi, with a tab for each interactive feature. Users could explore different aspects of the car without leaving the webpage they were already on. While it was possible to click through to the Peugeot website, the main aim was to drive consumer interest in the 207 GTi through the ad itself.



ABOUT GOOGLE GADGET ADS

Google Gadget Ads go beyond rich media advertising with “websites within websites”. Designed to be more like content than a standard ad, gadget ads become truly useful applications incorporating data feeds, maps, images, audio, video, Flash, HTML or JavaScript in a single creative. Reach over 75% of unique Internet users in more than 20 languages and over 100 countries by using any standard IAB ad size format and CPC or CPM pricing but with no serving or hosting costs. Also, with site-by-site interaction reports, track dozens of actions and optimise toward your goals.

For more information visit
www.google.com/adwords/gadgetads

Creative agency EuroRSCG 4D provided the concept and designed the ads, incorporating three distinct features:

- A racetrack video to bring the car’s agility to life.
- A 360° spin to highlight its aesthetic appeal.
- A page where users could customise the car by changing its colour.

The agency’s designers used common colour combinations and straplines across the launch. Nicola Newman, Senior Account Manager, EuroRSCG 4D, says: We are always on the look-out for pioneering advertising formats so were delighted to incorporate the Google Gadget Ads into our launch campaign for the Peugeot 207 GTi. Together with the microsite, banner and offline ads, the Gadget Ads allowed us to build a strong image across a variety of channels and deliver powerful, user-activated visuals to the audience. We will look at exploring the possibilities of Gadget Ads in Peugeot’s next campaign.

Peugeot’s gadget ad ran on sites within the Google content network reflecting the interests of potential customers, primarily men aged between 20 and 30 years of age. The ads appeared on sites such as YouTube, car enthusiast sites, sites referencing Peugeot, and young men’s interest sites such as FHM – a magazine with a young male readership.

Regular performance reports on a site-by-site level gave Peugeot valuable insights into campaign progress and the interests of its audience. The Google team modified the range of sites half-way through the campaign, ensuring that the ads appeared on those producing the most interactions.

“The gadget ads gave us all the creative possibilities of a website, delivered directly to our target audience,” says Helen Clarke, National Media Manager, Peugeot. “We gained 2.3 million impressions, with the average the number of interactions as high as 3 on sites such as YouTube, demonstrating strong user engagement with the brand.”

Benefits

Generating more than 2,300 interactions, the campaign boosted the visibility of the product. Each interaction indicated an active interest in the car. The functionality of the Peugeot gadget ad remained within the unit, and any interaction had to be initiated by the user, not interfering with their online browsing experience.

- By mirroring the offline campaigns, the innovative and engaging ads helped cement a strong brand image, and drive awareness and consideration of the 207 GTi.
- Users do not have to move away from the site they are already looking at. Rather than relying on website traffic, or people actively searching for the brand, gadget ads target users alongside their existing activities.
- The campaign produced an extremely competitive cost per interaction of £0.85.
- With video content hosted on YouTube, there are no serving or hosting costs.
- Peugeot had constant access to real-time data on campaign progress.

