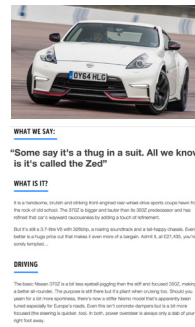
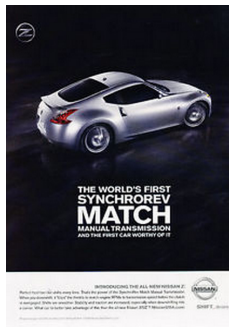


NISSAN USES MULTI-PLATFORM MAGAZINE CAMPAIGN TO DRIVE DESIRE FOR 370Z COUPE AND ROADSTER

Motoring title helps get 600,000 unique viewers and half a million gameplays



AT A GLANCE

OBJECTIVE	Raise awareness and desire for 370z sports car
AUDIENCE	Male 30-40 year old sports car buyers
PLATFORM	Print, digital, social
MAGAZINES	Top Gear
MEDIA USAGE	Magazines, TV
MEDIA AGENCY	TBA
PUBLISHER	Immediate Media

BACKGROUND

To coincide with the launch of their new sports cars, the 370z and GT-R, Nissan required a campaign to underpin the tone and voice of its Traitors TV advert. A key project was to align Nissan with the Top Gear brand by creating content in the style of Top Gear and repurposing key TV assets. The 370z model was positioned as a sports car which provides value for money, style and performance.



IDEA

The Top Gear magazine team created a dedicated 'Traitors' microsite was created, including a game, video and competition. Readers were directed to the microsite via multiple advertorials in Top Gear magazine, adverts on topgear.com and social media. On offer was the chance to experience the new cars via a track day, or test a 370z at home for two weeks. Readers could also watch the video, or play the 'Traitors' game online.



EXECUTION

Eight advertorials in Top Gear magazine were supplemented by a social media strategy which involved regular updates on the Nissan 'Traitors' campaign. Social media centred on the Top Gear Facebook page (7 million fans), and its Twitter stream, which has a further 140K followers.

Blogs by the competition winners who test-drove the Nissan 370z for a two-week period gave a unique insight into how the 370z could fit into a potential owner's life. The microsite also provided key facts about the heritage and prestige of the brand.

“ THIS BESPOKE RESEARCH PROVIDED AN IN-DEPTH VIEW OF HOW SUCCESSFUL THE CAMPAIGN WAS IN RAISING AWARENESS OF, AND ENGAGEMENT WITH, THE NISSAN 370Z, VIA SOCIAL MEDIA, THE MICRO-SITE AND THE TOPGEAR BRAND.”

LEONIE TAPLEY, NISSAN GB MARKETING DIRECTOR

RESULTS

Using magazine media helped the microsite achieve just under 600K unique users, 580K game plays and 23K competition entrants. Pre-, mid- and post- surveys of 7K Top Gear respondents showed an uplift in every attribute associated with the Nissan 370z Coupé and Roadster. Nissan certainly reached their target audience of 30-44-year-old males, who made up 43% of responses. Call to action was also high, with half the respondents who recalled the magazine campaign going on to visit the 'Traitors' microsite. What's more, 60% of those recalling the campaign said they'd consider buying a Nissan. Overall nine research respondents said they had in fact purchased a Nissan as a result of the campaign.

