

QMS[®]

**VOLVO OMTANKE
pDOOH
ENHANCEMENT**

QMS

VOLVO
FOR THE ROAD AHEAD

5 YEARS
WARRANTY*
UNLIMITED KM
5 YEAR WARRANTY

*5 years warranty for the life of battery in electric mode. New battery coverage 100% to 2025. All other terms, conditions and exclusions in accordance with the Volvo Motor Vehicle Warranty.

VOLVO Always on
'Eastlakes, NSW'

pDOOH ENHANCES VOLVO MEDIA MIX

CAMPAIGN OBJECTIVES

- Volvo's Omtanke campaign was created to move away from pricing to focus on broadening awareness, building brand consideration & driving intent to buy.

CAMPAIGN STRATEGY

- Unlocked historic media buying strategies to deliver a 70 / 30 brand building vs. conversion focus with a 12-month vision to maximise reach & make Volvo look bigger.
- Utilise high impact & broad reaching DOOH together with Programmatic DOOH as an ENHANCEMENT to deliver agility in tactical retail messages with immediacy, accuracy consistency, and transparency.
- pDOOH also allowed Volvo to navigate COVID whilst also providing increased support for certain dealerships as required

CAMPAIGN RESULTS*

- Brand attribute bundle +92%
- Brand Consideration +136%
- Market share +47% & Sales volume +43%

*Source Mi3 podcast 29/06/20



“Make Volvo look bigger than the 1% market share it had.”
Julie Hutchison, Volvo Car Australia CMO



VOLVO ALWAYS ON 70%

Awareness

Digital flexibility gives Mindshare ability to have an always on presence on road for Volvo to reach broad mass audiences.



VOLVO PRODUCT FOCUS 25%

Consideration

Digital capability provides Mindshare with agility to tailor yearly campaign to focus on new launches and specific marketing efforts for Volvo.



VOLVO pDOOH RETAIL SUPPORT 5%

Purchase

pDOOH enhanced the Omtanke campaign by allowing creative and audience targeting flexibility via Hivestack to drive dealer traffic



Has summer ever been so important?
Let's keep it safe.



VOLVO



VOLVO Always on
'Eastern Freeway, VIC'



Hivestack

Volvo Dealer Campaign

Presented by: Matt Bushby

Managing Director ANZ & SEA



Campaign Objectives

#1

Support Metro and regional dealerships with impressions delivered via outdoor screens in proximity to the car yards.

Campaign Objectives

#2

A line item was created for each dealer with a set budget and pacing, as well as CPM parameters.

Campaign Objectives

#3

Once the creative was approved by the media owner, the campaign was easily set up in the DSP by Mindshare and was live, in market, within a couple of hours.

Campaign Objectives

#4

The Hivestack DSP enhanced the campaign by allowing the creative message to be targeted to their audience, with flexibility to drive dealership foot traffic when required.



Finder File Edit View Go Window Help Thu 22 Apr 8:05 pm

Campaign: Volvo Q3 Retail - OOH

apps-admin.hivestack.com/campaigns/4219

Apps Gmail YouTube Maps OHMSA Members Hivestack New Tab calendar.google.c... https://www.linke... MATT BUSHBY's... Reading List

Hivestack | DSP mattbushby@hivestack.com Mindshare Australia English (GB)

Campaigns > Volvo Q3 Retail - OOH

Volvo Q3 Retail - OOH #4219

Completed 19/07/2020 - 03/10/2020 13 Aug 2020, 09:57
STATUS DATES ADVERTISER ACCOUNT LAST MODIFIED ON

Summary Select dates

A\$00,000.00 BUDGET **A\$00,000.00** AD SPEND **0,000,000** IMPRESSIONS DELIVERED **A\$00.00** CPM

DETAILS **SITES** **SCREENS**

Impressions

Line items NEW LINE ITEM

Select statuses... Select dates Enter keywords sorted by mo 10 items per page

ID	NAME	CAMPAIGN ID	LINE ITEM ID	STATUS	PACING VS. EXPECTED	PACING VS. EVEN	PROGRESS	ADVERTISER	IMPRESSIONS DELIVERED	AD SPEND	CPM	PURCHASE TYPE	STATS LAST REFRESHED ON	CA
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