

Client:



Agency:

MGOMD

Campaign Objectives:

- Drive awareness of the Mitsubishi family range of vehicles
- Promote and incentivise test drives
- Build an emotional contract with families

Target Audience:

ABC1 Families

Campaign Dates:

February – March 2009

Mail Campaign:

Magic Family Moments

Key Message:

Mitsubishi understands families and how important family moments are.

Execution:

- A series of advertorials focused on the passenger vehicle range: Grandis, Lancer, Colt and Outlander
- Launch DPS advertorial in Weekend covered the entire range. A further page in Weekend and two pages in You magazine focused in more detail on individual models.
- These concentrated on how the cars' features and USPs would be beneficial to families, positioning them as spacious, exceptionally safe, versatile and great value.
- Two pages on MailOnline further extended the message. One page focused on family values and featured top family excursions that might be visited in a Mitsubishi. The second page was devoted to the individual cars, showcasing their technical features and 360 degree car tour galleries.
- Each piece of activity encouraged readers to book a Mitsubishi test drive. In exchange they would receive a £10 Marks & Spencer voucher, plus the chance to win a family holiday to Orlando, with Virgin Holidays. Use of a Mitsubishi hire car was included in the holiday.
- Readers were directed to MailOnline in order to download an entry form.

Campaign Results:

- 12,329 unique visitors to the MailOnline activity, which is 49% more than last year's campaign.
- 15,317 page impressions.
- 4,221 test drive vouchers were downloaded – a 34% visitor conversion

