



CASE STUDY

NISSAN - SHIFT DRAMA
BROADCAST & INTERACTIVE
SPONSORSHIP

The campaign was a great success and really highlighted the benefits of sponsoring a property that has synergy with your brand. We would definitely consider sponsorship again; the problem is how do we do it any better!!”

Amy Close, Advertising & Promotions Co-ordinator, Nissan Motors

BACKGROUND

Nissan's primary drive for their sponsorship was to build awareness of the Nissan brand and key models within their range. The loyal and upmarket audience of Sky One's Sunday Night drama was a perfect sponsorship fit. The strand included 24, Nip/Tuck and Dream Team. The sponsorship ran in the first half of 2005.

This was the first time Sky One had secured a sponsor for a whole evening and a fresh approach to the creative ensured a high profile.

The campaign featured 4 Nissan vehicles, the 350z, Murano, Pathfinder and Navara, all of which were central to the idents. Interactive elements were constantly updated as the story progressed, allowing users to find out more.

OBJECTIVES

- Build awareness of the Nissan brand and key models within its range
- To own a territory that was key to Nissan's core audience
- To partner with great programming with similar values
- To increase consideration of Nissan and its vehicles
- To drive consumers to seek further information - getting customers to the dealer where they could experience the vehicles first hand

THE SPONSORSHIP

“We wanted to create a campaign that reached our core audience and talked to them in a way that they wanted to be talked to. Too many car manufacturers shout at consumers, hoping that the message will eventually get through.”

James Collier, Brand Communications Manager, MGOMD

TBWA produced the award winning creative for the campaign. A 24 minute film was created and edited in one minute increments and unfolded over a 24 week period. The story was the focal point of the campaign integrating various Nissan models into the plot.

The sponsorship was augmented by enhanced programming and online. Viewers were able to use the red button/go online to enter branded areas featuring behind the scenes footage. They were also able to further engage by entering competitions and exploring Nissan's model range.

“We wanted to do things differently and offer something to the viewer. The adverts provided entertainment and the additional interactive elements offered a way for interested people to learn more about the Nissan models featured. Ultimately we left the choice for information at the consumers' discretion.”

James Collier, Brand Communications Manager, MGOMD



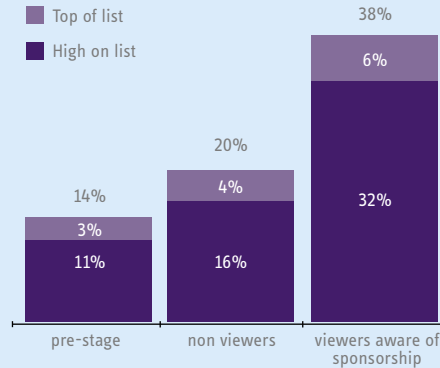
INSIGHTS

Pre and post quantitative research was carried out by SPA in January and May 2005; to assess the effect the sponsorship had on awareness; appropriate fit; and propensity to purchase.

Appropriate Fit

Results showed that 86% of viewers who had seen the sponsorship thought it was “a good way to show new Nissan models” and 86% thought it “an appropriate fit”, while 83% thought that “the look and the feel (of the sponsorship) went well with the programmes”.

WHERE DOES NISSAN APPEAR ON YOUR “SHOPPING LIST”



Source: SPA

Brand Awareness

A significant increase in brand awareness was seen for all Nissan models featured. In prompted awareness research the Pathfinder doubled its awareness and Murano increasing by over 3 times.

Propensity to purchase

Before the campaign, only 14% of respondents put Nissan either at the top or high on their list of makes they would consider buying. Following the sponsorship that number had risen to an impressive 38%.

“We were very pleased with the outcome of the campaign. Awareness of the sponsorship was 40% and the eTV site was viewed by over one million Sky Digital viewers. As a direct result we were inundated with brochure and test drive requests.”

James Collier, Brand Communications Manager, MGOMD

CONTACT

DAVID SHORE

*Head of Sky Sponsorships
& Commercial Partnerships*

robert.leach@bskyb.com
020 7705 5023

ROB TIERNEY

Commercial Partnerships Controller

rob.tierney@bskyb.com
020 7705 5038

KERRY ROBERTS

Senior Market Insight Manager

kerry.roberts@bskyb.com
020 7705 5936

Sky Media
123 Buckingham Palace Road
London
SW1W 9SL

Tel: 0870 241 5050
skymedia.co.uk

sky media

what do you want to know?