

Subaru Legacy

Problem

How do you create consumer interaction for a campaign focused on other media?

Solution

Add unique out of home executions to the mix to build momentum.

Background

In 2009, Subaru's creative agency came up with the "Feel the Love" campaign to launch the redesigned 2010 Subaru Legacy across TV, print and online. The campaign centered around the idea that customers could "Feel the Love" for the Legacy, which would be visually measured on a "Love Meter."



To create momentum behind the campaign, the creative agency challenged the media planning agency to help with creating a customized out of home experience that would bring the "Feel the Love" campaign to life: a real "Love Meter."

Objective

The overall objective was to create buzz surrounding the launch of the 2010 Subaru Legacy by extending the "Feel the Love" campaign to create a cohesive cross-platform execution. It was important for the campaign to provide an interactive user experience and generate media/trade press.

Strategy

The agencies came up with the concept to create three-dimensional, fully functioning Subaru Love Meter displays that would feature a 2010 Subaru Legacy. The displays had "hot spot" sensors on the vehicle, which upon touch would trigger both the movement of the Love Meter and the display of a message relevant to the location of the activated sensor.

Due to the importance of consumer interaction, the agencies decided the display should be placed in high-profile locations with heavy pedestrian traffic in three major markets, allowing people to walk up to see the entire Love Meter, look at the car up close and interact with the display.

Plan Details

Markets: New York, Los Angeles, and Chicago

Flight Dates: September 9-23, 2009; September 24 was negotiated as added value in Chicago and Los Angeles

Out of Home Formats Used: Love meter displays and on-site brand ambassadors

Results

Over 6.5 million impressions were delivered during this campaign. (Impressions are defined as pedestrian/commuter/vehicular counts for block/area by event site.) Total interactions (defined as consumers within immediate proximity to display) was 625,128. The total touch sensor count was 54,775 and all 42,000 informational postcards provided were handed out.

Total Impression Delivery (pedestrian/commuter/vehicular counts for block/area by market):

- Chicago: 1.476 Million
- Los Angeles: 2.252 Million
- New York City: 2.789 Million

Interactions (defined as consumers within immediate proximity to display):

- Chicago: More than 78,887
- Los Angeles: More than 155,221
- New York City: 462,020