

Chevrolet - Data-Driven Programmatic for Silverado

Background

Chevrolet boasts a captivating history of engaging with out of home (OOH) advertising. This iconic American automobile giant has been weaving its story through this medium ever since its inception in 1911, primarily as a dynamic canvas for launching new vehicles and supporting model refreshes. In recent years, with the Silverado pickup truck leading the way, Chevrolet's OOH campaigns have been geared towards amplifying brand awareness and driving consideration among consumers, effectively setting the stage for subsequent mid and lower funnel messaging.



Objective

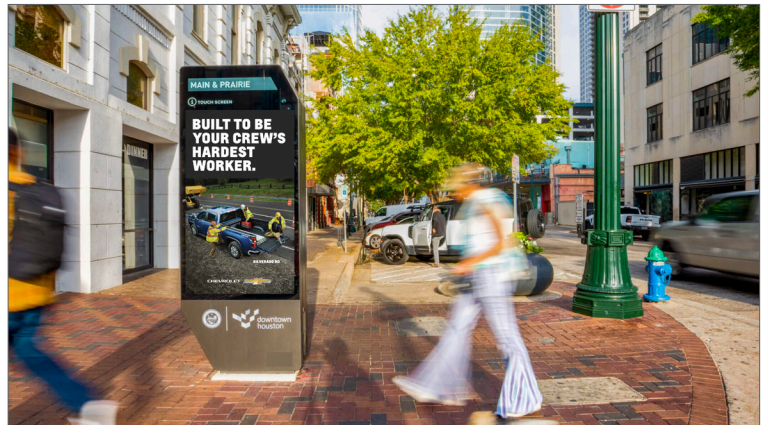
In a groundbreaking move, 2022 witnessed Chevrolet's strategic shift towards focusing on the mid-cycle refresh of its Silverado HD (Heavy Duty, 2500/3500 trims), breaking away from the convention of highlighting the Light Duty trim in OOH endeavors. This audacious campaign presented the ideal opportunity to challenge the capabilities of OOH advertising in augmenting purchase intent among the brand's core audience.

Strategy

Amidst the turbulent backdrop of the automotive industry's response to the global pandemic, the challenges that befell the Chevrolet brand were nothing short of monumental. The COVID-19 pandemic triggered a worldwide microchip shortage, disrupting car manufacturing on an unprecedented scale, and, in turn, forcing Chevrolet to shift gears on advertising efforts, particularly in the realm of OOH advertising.

Dentsu embarked on a journey to rebrand and redefine the essence of OOH advertising, steering Chevrolet toward a data-first approach, with programmatic technology taking the driver's seat. This rebranding effort hinged on three core benefits:

1. Precision – Harnessing custom audience and location data to inform our environment and media selections, ensuring laser-focused targeting.
2. Speed – Significantly accelerate historical activation timelines to swiftly respond to dynamic market conditions.
3. Flexibility – Ensure safe and secure implementation of the clients' media dollars.



Leveraging M1, dentsu's proprietary data engine, and complementing it with GM's first-party data, dentsu meticulously crafted a bespoke audience known as "Silverado Intenders." This audience was created using various data inputs, including behavioral patterns, identifying those with a high likelihood of being 'in the market' for a new Silverado.

In partnership with Vistar, M1 IDs were seamlessly linked to an extensive mobile device database, providing the ability to overlay real-time location data based on dwell time. This invaluable data unlocked three key insights: identifying the most strategic zip codes for reaching Silverado Intenders, pinpointing the environments and formats with the highest engagement levels, and determining the optimal times to engage them throughout the day.

In a strategic maneuver, dentsu handpicked the top-performing zip codes in each of our core markets, including Atlanta, Boston, Dallas, Denver, Houston, Minneapolis, Phoenix, and Salt Lake City. This move significantly reduced wastage, channeling our budgets into the most likely to yield conversion zones. Dentsu also flexed their creative muscles by diversifying their format mix, moving beyond expressway billboards to include Street Furniture, Wallscape, Gym TV, and Gas Station TV.



The programmatic approach afforded Chevy the ability to allocate their budget across markets from July 1st until year-end. This departure from conventional approaches was grounded in prior research that suggested a “Lighter for Longer” strategy was more efficient in driving ROI. Notably, this precise OOH media plan was seamlessly integrated into a broader omni-channel campaign, ensuring a consistent reach to the same audience of Silverado Intenders across various channels.

Plan Details

Markets: Atlanta, Boston, Dallas, Denver, Houston, Minneapolis, Phoenix, and Salt Lake City.

Flight Dates: 7/1/22 - 12/31/22

OOH Formats Used: Roadside Billboards, Street Furniture, Wallscapes, Gym TV, Gas Station TV and Sports Entertainment Screens.

Budget: \$4,000,000

Results

The campaign delivered a remarkable 29% surge in overall brand consideration, post-campaign. Notably, the sports entertainment and urban panels emerged as the champions, driving the highest surge in brand consideration among all the OOH formats utilized.

The campaign also witnessed a substantial growth in purchase intent, achieving a staggering 135% spike in purchase intent specifically for the Silverado HD. Once again, the urban panels and sports entertainment formats played pivotal roles in propelling this remarkable growth.

In a testament to the success of this campaign, it's worth noting that “Car and Driver” named the Silverado the second-highest selling car in the US for the year 2022.