

Nissan Ariya 2023

Background

Nissan, already a household name across many of their vehicle brands, had the opportunity to elevate its name and brand with the launch of their new EV SUV, the Nissan Ariya. Given their established brand recognition and reputation, Nissan needed a larger-than-life media plan to promote their new vehicle in a way that would showcase and set it apart from the ever-growing EV category.

Objective

For the Nissan Ariya campaign, the main objective was to generate and build awareness for the new vehicle launch in a way that was high-impact and buzzworthy, as well as reach a broad general audience. Another objective was competitive conquering to target consumers of alternative EV vehicle brands.

Strategy

The media plan included many components, including large-format spectaculars and wallscapes, digital screens at major transit locations, networks and selections of digital and static bulletins, and electric charging station screens.

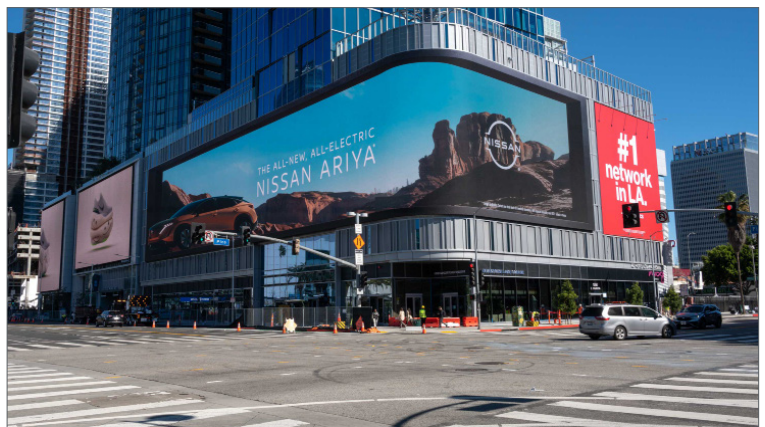
Digital spectaculars were utilized to display bold, eye-catching 3D creative illustrating the new Nissan Ariya in-action in all its fierce elegance.

Additional digital and static spectaculars added additional high-impact in key markets.

Transit audiences saw the vehicle race across long walkways at major transit locations, highlighting the sport and beauty of the new Ariya.

Networks and selections of digital and static bulletins allowed the Ariya to be showcased and maintain awareness with broad coverage across general markets.

Electric charging stations were the perfect format to display stunning creative to a relevant audience of EV users, with the added element of competitive conquering to target alternative EV brand owners.



Plan Details

Markets: Digital Spectaculars with 3D Creative: Los Angeles, New York

Digital & Static Spectulars: Atlanta, Boston, Chicago, Denver, Los Angeles, New York, Portland, Sacramento, San Francisco, Seattle, DC

Digital Transit: New York, San Francisco

Digital Airport Media: Los Angeles

Digital & Static Bulletins: Atlanta, Boston, Chicago, Denver, Los Angeles, New York, Portland, Sacramento, San Francisco, Seattle, DC

Electric Charging Stations: Atlanta, Boston, Chicago, Denver, LA, New York, Portland, Sacramento, San Francisco, Seattle, DC

Flight Dates:

Overall Campaign: 2/6/23 - 4/30/23

Digital Spectaculars with 3D Creative: 2/6/23 - 3/5/23

Wallscape & Additional Large-Format: 2/6/23 - 3/5/23

Digital Transit/Airport: 2/6/23 - 3/5/23

Digital & Static Bulletins: 3/6 /23- 4/30/23

Electric Charging Stations with VoltaVision (Competitive Conquesting): 2/6/23 - 4/30/23

OOH Formats Used: Digital Spectaculars, Wallscape (Static & Digital) Digital Liveboards, Digital Airport Media, Digital Transit Station Network Bulletins (Digital & Static), Electric Charging Station Screens

Budget: \$6,270,000



Results

Awareness of the Nissan Ariya increased with ad exposure, with 28% lift in aided awareness. Viewers of the ad had takeaways related to the Ariya's versatility and its environmentally friendly design. The ads registered strong likeability, and three-fourths of viewers felt their opinion of the brand improved after seeing the campaign.

(Results from MFour study)

The inclusion of electric charging stations provided a lift in interest of 65% of the Nissan Ariya, given its relevant environment.

(Results from F'inn study for Volta screens and VoltaVision)

Audience Metrics

Target Audience: Singles of all ages (and the people who love them)

Target Audience TRPs: 3.111

Target Audience Reach: 1.72

Target Audience Frequency: 1.8