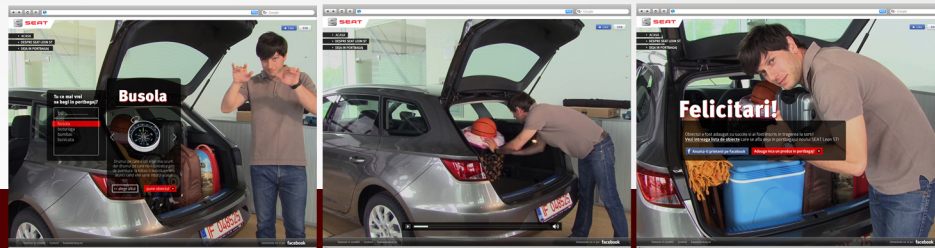




The brief:

Our task was to develop a digital campaign for the launch of the **new SEAT Leon ST**, a car with an extremely spacious **trunk of 1470 liters**. Message to communicate: **More space, more life.**

Virtual test - microsite



Solution:

In order to showcase the large space of the car, we created a **virtual test-room**, where users could pick any object they could think of and upload it in the trunk with the help of our special guy.

We then emphasized the "large space" attribute of the trunk on different digital touch points:

- ▶ **1470 characters email**: completed by SMS
- ▶ **Google Adwords**: searching for something? Look no further, it's in the trunk of the new Leon ST
- ▶ **Measuring ruler**: a 2m long customized ruler to check just how spacious the trunk of your actual car is
- ▶ **Youtube preroll**: a remake of the famous "One elephant began to play / Upon a spider's web one day"
- ▶ **Space Organizing Kit**: printable funny advice on how to make the best out of their trunk space

Results:

- ▶ **75.000** unique visitors; **1.018** registered users for the test drive;
- ▶ **1.110** downloads of the ruler; **890** downloads of the organizing kit;
- ▶ **23.694** Facebook impressions; **14%** conversion rate of the Google media;
- ▶ **more than 100 people** have taken an interest in the car through: showroom visits; phone calls to dealers etc.



The downloadable Organizing Space Kit



The 1470 characters email



Youtube preroll



Guerilla stickers



The downloadable Measuring Ruler