

RIGHTCAR MOBISITE - RADIO

Target audience

Anyone thinking about buying a car in New Zealand.

Market problem

Rightcar is a government-owned website dedicated to promoting vehicle safety features to people looking to buy their next car. Often people buying cars tend to focus on visually appealing, 'flashy' features like leather seats and alloy wheels, rather than hidden safety features like side-impact bars and airbags. Rightcar's website provides ANCAP safety ratings, and comprehensive lists of available vehicles and safety features, enabling people to make quick comparisons and choose a safer car more easily.

Objective

Rightcar wanted to drive traffic to the new mobile-friendly version of its rightcar.govt.nz website, and get people prioritising safety when they are out and about looking for their next vehicle.

Solution

People in New Zealand tend to go new-car shopping on the weekend. Often that means driving in their own cars on their way to take a test drive in the potential new one. Radio was therefore a great medium to capture their attention. Our radio ads used a slightly creepy car salesman to highlight how frivolous some of the 'vanity features' of a car like power or the paint job can be, and thereby to reinforce the importance of checking safety first – using Rightcar's new, mobile friendly website.

Results

Our primary objective was to increase traffic to the new mobile rightcar.govt.nz site. We delivered 40% more traffic to the site each day we were on air.