

Jaguar MotorExpo: Driving fleet awareness



Objective

To drive awareness across the Jaguar car fleet using a competition mechanic.

Strategy

Weve created a two part campaign targeting company directors & small to medium businesses owners.

Part 1: A picture message was delivered prior to the MotorExpo, raising awareness of the event.

Part 2: A geo-fence was set up around the MotorExpo event to deliver a promotional message on the day.

Consumers were directed to sign up to the competition & view other promotional material.

Campaign Results

3.9%

CTR +217% uplift from the Weve automotive benchmark

50% Click to conversion rate

WEVE