

Case Study | Mitsubishi Motors | On Your Mark



1. Challenge

Our challenge was to increase Mitsubishi's prompt awareness from 1 to 2% and create 500.000 video views among 24-45 year old target audience in 11 European target markets. Reason was the introduction of the new Colt and Mitsubishi Lancer in Europe.

4. Use of Media

In stage 1 we seeded the 2 game trailers to 340 relevant social hot spots like car blogs, video portals and social networks. After the viral incubation period of 21 days, we launched a paid seeding campaign at sites like Sevenload and MyVideo in order to gain maximum reach, awareness and engagement.

2. Strategy

Insights: our target audience love social networking, blogs and online games, but they did not perceive Mitsubishi as a very popular and innovative brand. In order to inspire our audience to participate in our movement, we must create compelling viral videos and a fully over the top online game.

5. Results

The On Your Mark campaign became a hit and earned massive attention with over 200 postings on relevant social sites. The game trailers were watched by 690.000 targets, who rated the game trailers with 4,5 out of 5 stars. Impact and effectiveness of the viral videos was measured by ViralTracker. MetrixLab brand tracking study showed a lift in prompt awareness of 9% within the exposed target audience.

3. Concept

The online 'On Your Mark' platform was created, which included 2 hilarious online game trailers and a crazy Japanese game contest in which the target audience could win a new Mitsubishi Colt or Lancer by indicating the spot they wanted their new car to be delivered. The concept was created by LBi Lost Boys.