



Renault, Publicis, OMD and Google join forces to boost family business by using Google platforms in Italy

Goals

- Boost success of family-owned businesses in Italy
- Increase leads and sales on light commercial vehicle (LCV) range

Approach

- Created app incorporating Google for Work functionalities
- Launched interactive marketing on YouTube
- Offered live business seminars in local dealerships

Results

- 770,000 views for launch video on brand's YouTube channel
- Greater than 100K app downloads
- 70% increase in LCV leads year over year
- 40% increase in LCV sales year over year
- Campaign awards:
 - Cannes Lions Festival Bronze for Media
 - NC Awards for Best Interactive Digital Content and Best App
 - ADCI Silver Award for Integrated and Bronze Award for Digital and Social Media
- Effective Mobile Marketing Awards: Effective Automotive Campaign

Family businesses are core to the modern Italian economy, offering employment for the younger generation. But beyond the romantic notion of traditional workers plying their trade lies another aspect: the challenge of modernising traditional business in a renewed, more competitive environment.

Renault wanted to help family firms in Italy develop tools to realign their businesses around technology in order to boost their success. Working with Publicis and Google, Renault launched a campaign to promote its new mobile app, which is embedded with Google for Work functionalities.

The marketing featured interactive storytelling through YouTube videos, allowing the user to switch from "father" to "son" as a way to explore the beauty of family business in Italy. The campaign also leveraged local Renault dealerships, where professional trainers delivered live seminars on how digital can help small-to-medium businesses all over Italy. As well as spreading the message, this served to attract potential prospects to dealerships.

The Google for Work app provided great utility, literally connecting fathers and sons to help them make decisions and get things done when it matters the most: on the go. The launch video on Renault's YouTube channel achieved 770,000 views, and the campaign won a host of awards, including a Bronze Lion for Media at the 2016 Cannes Lions Festival.

