



Land Rover drives awareness and builds excitement for the all-new Range Rover with the YouTube homepage masthead and Engagement Ads.

About Land Rover North America

- www.LandRoverUSA.com
- Headquartered in New Jersey
- Manufacturer of luxury SUVs

Goals

- Create awareness of all-new Range Rover model
- Reach wide audience in engaging way
- Efficiently share great video content to create brand connection

Approach

- Ran expandable YouTube homepage masthead for 24 hours
- Used YouTube Masthead in Lightbox to extend campaign impact
- Remarketed Lightbox to people who saw YouTube homepage masthead

Results

- Reached 6M unique visitors across the web
- Average engagement rate of 2.05%
- Peak engagement rate of 3.65%
- Average interaction time of 23 seconds
- 228,000 engagements and 11 million impressions
- Cost-efficient CPE – only pay for qualified interactions, no accidental expansions

As one of the first manufacturers of four-wheel drive vehicles, Land Rover has more than 65 years of experience building durable, high-performing SUVs. In 1970, the British automaker introduced its first Range Rover model, which has since evolved over several decades to integrate design, capability and refinement.

Reaching, influencing consumers along their path to purchase with digital

For the past several years, Land Rover North America has partnered with Google to build the most effective digital communication strategies. Land Rover allocates 35% of its overall marketing budget to digital, up from 15% two years ago. Kim Kyaw, digital marketing and social media manager at Land Rover North America, says this increase reflects the importance of reaching consumers online, where they discover brands and research models before making purchase decisions. “A consumer’s first touch point for learning about cars is through digital media. It also allows us great efficiency and effective targeting options,” she says.

YouTube homepage masthead creates intense exposure for new launch

One of the most powerful channels Land Rover uses to create wide-reaching brand awareness is YouTube: The brand ensures constant presence on the platform with an “always-on” TrueView video ad campaign. It was therefore only natural for Land Rover to rely on YouTube to launch its all-new Range Rover in a big way. With the goal of creating awareness of the new model and efficiently sharing video content, Land Rover ran an expandable YouTube homepage masthead, which occupies the full width of the YouTube homepage below the navigation bar. With one click, the masthead expands to a 970x500 in-page creative that offers, over the course of 24 hours, high-impact brand exposure to roughly 23 million viewers.

Scaling unique brand experiences across the web with Engagement Ads

To extend the reach and impact of its YouTube homepage masthead, Land Rover used a new format from the Engagement Ads family, which is a group of interactive ad formats that let advertisers create and scale beautiful brand messages across the web. Engagement Ads are standard IAB-sized units that can expand into a near full-screen creative canvas once a user hovers over the ad for two seconds. Land Rover chose Lightbox ads, which has the ability to expand into a full-sized YouTube homepage masthead. This starts out as a standard sized IAB ad unit on any site on the Google Display Network that accepts expandable inventory. By repurposing the creative from its YouTube homepage masthead, Land Rover avoided additional development costs for the Lightbox ads campaign.

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**— Kim Kyaw, digital marketing and social media manager,
Land Rover North America**

Land Rover used Lightbox ads to influence consideration with consumers further down the purchase funnel who had already demonstrated interest in the new car model. To reach this particular audience, Land Rover used Remarketing, which lets the brand reconnect with people who previously saw the YouTube homepage masthead. Remarketing enabled Land Rover to follow up with this audience and show them the Lightbox ads as they browsed pages across Google's Display Network. By combining the power of Remarketing, the YouTube homepage masthead and Lightbox ads in this way, Land Rover multiplied and intensified its touch points along the customer journey, YouTube homepage masthead.

Lightbox ads' creative canvas offers memorable, engaging brand interactions

Since Lightbox ads offered Land Rover a multi-dimensional creative canvas, the group was able to create a true brand experience for consumers that showcased the design, capability and refinement of the all-new Range Rover. "We had several great videos that convey our message well, and the YouTube Masthead in Lightbox let us share them in a creative way," explains Kim. Her team used Engagement Ads' rich media capabilities to recreate the new Range Rover's infotainment touch-screen display as the ad's navigation menu, allowing potential customers to get behind the wheel for an innovative brand interaction.

CPE pricing means only paying for qualified engagements

Because all Engagement Ads are priced on a cost-per-engagement (CPE) basis, Land Rover only paid when qualified users engaged with its Lightbox ads (hovering over the ad for two seconds to activate the full-screen experience). "We really liked that the two-second hover eliminates accidental expansions," says Kim, "and we found the CPE pricing model very valuable – we only paid when a consumer had a full brand experience." Because of the CPE model, the YouTube Masthead in Lightbox campaign's 11 million impressions came at no extra cost to Land Rover, generating additional brand exposure and awareness of the new model.

Please visit google.com/think for more information.



Land Rover rollover ad that expands to the ad on the right



Expanded version of Land Rover ad

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