

Volvo S60 Augmented Reality App

THE RUNDOWN

For the release of the S60, Volvo decided to target a younger demographic. To do this, they created a YouTube masthead that allowed users to play the Augmented Reality Driving Game with their phones. With 88% lift in purchase intent and 240% lift in brand favorability, they beat all industry benchmarks.

THE GOALS

- Announce release of Volvo S60
- Engage a younger Audience
- Change brand perception

THE APPROACH

- Built an augmented reality game
- Created interactive banner units

THE RESULTS

- 9.6% interaction rate
- 192,319 engagement clicks in masthead
- 293% increase in traffic to volvocars.com

Source: Volvo S60 Augmented Reality App