

Holden introduces the heart-pounding Barina RS on YouTube



HOLDEN

About Holden New Zealand

Descended from J.A. Holden’s saddlery business in South Australia in the 1850s, the company began selling General Motors cars in New Zealand in 1926. The first Holden model arrived in the country in 1954. Holden New Zealand was known as General Motors New Zealand Limited until 1994 and today is a sales subsidiary for GM.

To learn more, visit www.holden.co.nz

At a Glance

Launch-day Results

- 2.9 million impressions
- 250,000 video views
- 10,000 website visits
- 260 contest entries

A celebrated name in motoring for over 60 years and the third largest car company in the country, Holden New Zealand wanted to reposition their Barina model from a “nana’s car” to a good choice for 18- to 34-year-old drivers. Working with a popular Kiwi race driver, Holden launched the new Barina RS with a thrilling, YouTube-based campaign that literally measured the drivers’ heartbeats.

‘Get people to think differently’

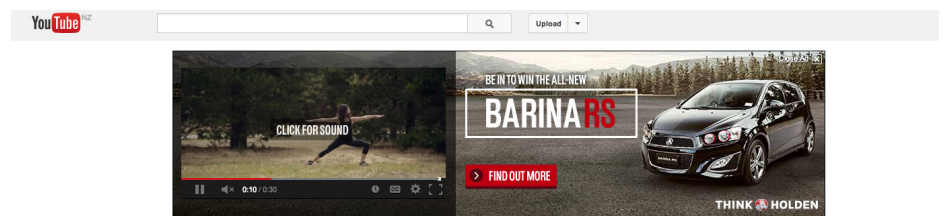
“The Barina nameplate has been in the Holden range for many years,” says Marnie Jane Samphier, Holden’s general marketing manager. “The arrival of this new model gave us a chance to get people to think differently about Barina.” Holden launched a contest to choose six lucky people to ride two “hot laps” each in a Barina RS with driver Greg Murphy. The champion racer has “a very strong association with Holden and gives the car a bit of street cred,” Samphier says. The contestant with the lowest variance between a resting heartbeat and his or her heartbeat during the laps won the car.

To create their unprecedented campaign, Holden worked with Google and two agencies—Ogilvy & Mather New Zealand, which provided creative production, and Carat New Zealand, the media agency.

A 24-hour YouTube takeover

Holden, Google and the agencies held a brainstorming session in November 2013. Ogilvy devised the interactive contest, called *Heartracing*, to bring the racing experience to life online. “As soon as the idea was on the table, it felt right,” Samphier says. Carat developed the digital plan for producing contest entries as quickly as possible, while in the long run also driving awareness of the Barina brand.

YouTube offered the creative team the freedom to bring their idea to life, and car buyers were already using the platform. YouTube is the second-largest search engine behind Google itself, so viewers were “leaning forward” and ready to be engaged. Holden’s video content attracted passionate and engaged racing fans as well.



The Holden Barina RS campaign included YouTube Masthead, YouTube FirstWatch and YouTube TrueView.

A first for Australia and New Zealand

The *Heartracing* campaign was the first all-YouTube takeover in the car market across Australia and New Zealand. Holden’s multi-screen Barina campaign included three key components: desktop homepage Masthead, mobile/tablet homepage Masthead and YouTube FirstWatch. YouTube TrueView then helped to maintain momentum after launch.

About Ogilvy & Mather New Zealand

Ogilvy & Mather New Zealand is a full-service integrated communications agency, with offices in Auckland and Wellington. They are part of the Ogilvy & Mather network of 400 offices in 19 countries around the world.

To learn more, visit
www.ogilvy.co.nz

About Carat New Zealand

Owned by Dentsu Aegis Network, Carat is an independent planning and buying specialist in digital and non-traditional media. The Carat network has regional headquarters in New York, London and Singapore and operates in 70 countries worldwide. Carat New Zealand is based in Auckland.

To learn more, visit
www.carat.co.nz

About YouTube

YouTube ads deliver your message to the right people at the right time. Pay only when someone chooses to watch your ad. Zero in on the right people, based on who they are, where they're located, and what they're interested in. Reach them whether they're on a smartphone, tablet or computer. Drive video shares and new channel subscriptions, and create opportunities to communicate with your customers.

To learn more about YouTube campaigns, visit
www.youtube.com/yt/advertise/

Holden invited people to post videos of themselves, saying why they should be chosen for the contest. They primarily relied on YouTube TrueView to keep interest high after an initial huge traffic spike on launch day. TrueView's "view-by-invitation" model worked very well, with 20 percent of views being fully engaged and the rest providing free branding impressions and views. The Google Display Network added reach across relevant categories and interests, and Google Search delivered many more entries following launch week.

"We got nearly three million impressions on launch day. It was quite phenomenal, really. We are a small market here, and we pretty much owned YouTube for a whole day."

— Marnie Jane Samphier, general marketing manager, Holden New Zealand

Driving traffic and engagement

The online campaign launched in mid-February 2014, preceded two days earlier by a companion TV campaign. The finalists hit the track with driver Murphy six weeks later. "The numbers out of YouTube surprised us," Samphier says. "We got nearly three million impressions on launch day. It was quite phenomenal, really. We are a small market here, and we pretty much owned YouTube for a whole day."

"The YouTube campaign changed people's minds, and really put Barina RS onto the shopping list for small-car buyers."

— Marnie Jane Samphier, general marketing manager, Holden New Zealand

The *Heartracing* campaign made dealers' hearts beat faster, too. Barina RS sales took off, with Holden dealerships struggling to meet demand.



Contestants tried to keep their hearts from racing during two "hot laps" with driver Greg Murphy.

Not for 'nana' anymore

"The response to our Barina RS launch campaign exceeded our wildest expectations, and our digital activity—specifically on YouTube—was a key driver of traffic and engagement," Samphier concludes. "The YouTube campaign changed people's mind, and really put Barina RS onto the shopping list for small-car buyers."

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