



Driving digital

Indian car buyers crave information, so it is vital that car brands communicate across multiple touchpoints, particularly in digital media, as Volkswagen demonstrated with campaigns for its Jetta model

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Cars in India have not just redefined commuting, they have become an important status symbol, with choice defined by individuals' spending power.

Likewise, digital has redefined the way people communicate and express themselves. It has empowered people with limitless knowledge. Now people can find out about a particular model of a car, even before its launch. Active forums and communities in the digital ecosystem review and give their verdicts on every new launch. This has challenged marketers to create compelling conversations.

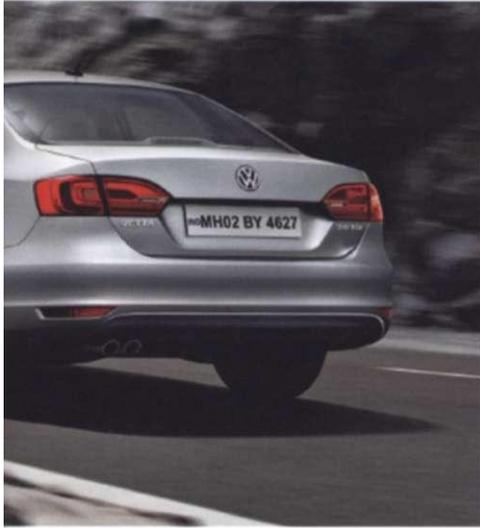
Today, information has moved from being medium-centric to medium-agnostic. Car ads that were viewed only on TV or in newspapers are now seen across a range of media; brochures and leaflets which were only available at showrooms are now available

on the web. Availability of information across media has become more important in an age where access is not restricted to any place or time. With people constantly on the move, it is mandatory to have information about the car brands across lots of touchpoints, to ensure it is top of mind.

With the availability of information at a click or a tap, a behavioural change has emerged where consumers no longer step into showrooms to check out a model and neither do they dial the call centre and wait in a queue to book a test drive. Yet, the consumers' expectations from the brand continue to rise. If it's information, then it must be available at their fingertips. Everything they need to know should be made available to them at their comfort and convenience. At whatever point in time they decide to browse for the models or check the prices, the brand must ensure that they are able to do so. Convenient access to information or

interaction with the brand is not a luxury, but a necessity. They can book a test drive, and complete all the paperwork while sitting in their homes or their offices, or from their mobile.

Brands today are adapting to the new behavioural change by not just disseminating information but wanting the consumers to spend more time with them. Engagement is becoming the key across brands and categories, be it creating new points of engagement like quizzes, contests, games etc., or by offering contextually relevant offers. Websites are becoming more immersive and display advertising (web banners) more interactive, to enable maximum engagement with the consumers. By creating engagement at every level of interaction with the consumers, brands are creating true brand loyalists and evangelists. Gratifying such loyalists and evangelists with monetary rewards or even recognising them in social



networks now plays a big role for brands and elevates the consumer from a mere participant to a brand follower.

Case study: Jetta YouTube Test Drive

In a market with rising petrol prices, we were given the task of launching the all-new Jetta TSI, Volkswagen Jetta's petrol variant. The objective was to showcase the prowess of the TSI badge and encourage test drives. It was important for the consumers to see the benefits that the technologically superior TSI engine provided. Despite a 1.4L engine, the Jetta TSI delivers 122PS of power, averaging 14.69 kmpl, reinforcing the thought of 'Maximum Power with Minimum Consumption'. We offered our target audience a convenient way to test-drive the Jetta, from the comfort of their home - 'Maximum Knowledge, Minimal Effort'.

The Jetta TSI was loaded with a host of features to pique the audience's curiosity. We harnessed the power of social media, making it easier for our target audience to consume it and help share it. Thus was born the YouTube test-drive, a custom channel, where visitors could ask questions about the Jetta TSI and receive a customised response.

Results: A total of 762,703 video views over 21 days and 65 videos; a total of 8,988 hours of video viewing; equivalent to 374 man-days; and a 1,200% increase in the number of enquiries for the Jetta on the day of the campaign launch, with an increase of 300% per day through the campaign period, compared to periods prior to campaign launch.

CO-CREATION

In this age of consumer empowerment, there is a lot of emphasis on co-creation. From product conception to product development, what the consumer needs, likes and expects plays a vital role in defining the end product. Similarly, in communication the highest level of engagement would be allowing the consumer to co-create.

Co-creation elevates consumers from participants or brand followers to creators. This instills a sense of ownership and belonging to the brand in the consumers. With easy access to information, today's consumers are well-informed and knowledgeable, which makes them better able to contribute to what they want and need.

Case study: #anything4Jetta

We got our target audience to advertise the car for us by asking them to showcase what extremes they would go to, to drive the all-new Jetta. Using a simple Twitter hashtag: #anything4jetta

An analysis of C-segment automobiles revealed that the all-new Jetta scored favourably across styling, performance and price. The car didn't have a glaring 'It's great, but something is lacking...' quality to it. In a category defined by polarising product propositions, it came across as a balanced offering, one that would appeal to all. This universal appeal qualified our proposition: 'You'll do anything to drive it.'

Our proposition focused especially on the 'doing', and made a strong case for active, meaningful participation. To get this going, we reframed the proposition from a statement of fact to an action-oriented approach: 'What would you do to drive the all-new Jetta?' The intent was to get the audience to tell us, instead of us telling them: 'You would do anything to drive the Jetta', turning the conventional marketing approach on its head.

Given that the car stood for dynamic performance, we decided to reach out to a predominantly Twitter-based audience who could easily relate to such a sensibility and drive the campaign for us. To draw them out, we democratised the campaign throughout. The challenge we set was for Twitter users to Tweet and tell us what they would do for the all-new Jetta, using a simple hashtag #anything4jetta. The reward was that if the

crowd likes their answer, they could drive home the all-new Jetta.

Results: #Anything4Jetta began trending 20 minutes after the campaign went live and trended for three straight days - a first for Volkswagen and for any brand-related hashtag on Twitter. The campaign also achieved the world's largest ever Twitter campaign by any brand in a single country.

TAKEAWAYS

With digital being a 360-medium itself, it's not just an information touchpoint. Each and every touchpoint in the digital ecosystem has strengths and potential. It is of utmost importance to define the role of each touchpoint and create the best idea that suits the touchpoint to create relevance and exploit the potential. The following pointers can enhance a car's digital marketing.

- **Creating more than adapting** - Create relevant ideas based on the core proposition/thought for the medium, rather than just adapting the main idea to get people to interact with the brand.
- **Participation more than presence** - Concentrate more on creating target audience-specific engagement, which enables consumers to spend more time with the brand, rather than just acquiring fans.
- **Acknowledge and gratify** - Acknowledge the customer even if there is a complaint. Gratify them for their participation. Even an acknowledgement can be a gratification which will enable positive WOM.
- **Track and respond** - Track conversations in the digital ecosystem and respond to each and every query and concern even if they cannot be addressed immediately, and if it can be addressed immediately please do so. Conversations create perceptions and perceptions create brands.
- **Identify the right touchpoint** - Based on the idea, identify the right touchpoint to create conversations. Support the touchpoint with other touchpoints in the digital ecosystem.
- **Device agnostic communication** - Make the communication device agnostic, enabling consumers to get to know about the brand anytime, anywhere.

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