

Direct Mail Case Study



Nissan: Augmented Reality

Sector & Brand: Automotive

Country: Australia

Date: June 2009

Background:

Who was the advertiser?

Nissan is one of the world's leading brands in car manufacturer with a range of products that include city cars, 4x4s, vans, sports cars and commercial fleets. In 2009 it was the 40th anniversary of the Nissan Z range with the latest model at the time was 307Z. The base model had a price tag of just over US\$30,000.

What was the challenge?

Despite the multiplicity of attractive features of the 307Z model, car sales were down 22% in Australia and it was a difficult climate for car sales.

What were the objectives of the campaign?

Create awareness and generate interest in the new car model with the target audience, getting more people to the dealerships for a test drive and to convert more interested leads into actual sales.

Who was the target group?

The campaign was targeted at the young, early adopters, and as part of this demographic, generally without children.

The campaign in detail:

Which media were used?

The campaign was a cross-media multi-channel campaign including direct mail, inserts, banners and the Nissan website.

What was the mailing approach?

The recipients of this direct mail campaign received a steering wheel, which could then be used with augmented reality technology and a webcam to interact with the car and look at its features in a more advanced way.

What was the creative concept?

Turning the wheel turned the car, so people could look over the design from every angle as much as they liked from the comfort of in front of their PC rather than having had to commit so much as to go to a dealership. By clicking on the car people were also able to turn on the car lights. There were also banners that used webcam tracking so as viewers looked at the fascia, the perspective displayed followed the movement of the viewer's head. There was also a direct link to the website, 370 Reasons to Z.

The results

- The result from linking direct mail to an online digital experience achieved 7,497 responses in the first week to the 3,500 packed mailed out with each person spending an average of 4.35 minutes on the Nissan site.
- Nissan received double the number of enquiries.
- In 2009, the cars were at one point being ordered at 29 per week which is the equivalent of 2 months sales for the 350Z, the previous model.
- In May and June of 2009, the sales of this one car model were worth US\$15.7m.



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