

VELOZ

Electric For All Opposites Attract Campaign and Metrics October 22, 2019

Campaign Overview

The goal of the Opposites Attract campaign was to show people on opposite sides of the spectrum driving and loving their electric cars. The campaign objective was to raise awareness of electric cars through social, video and display ads. The target audience was in-market car shoppers and eco-friendly consumers as well as those in disadvantaged, low-income communities.

Campaign Flight

- October 15, 2018, to December 31, 2018

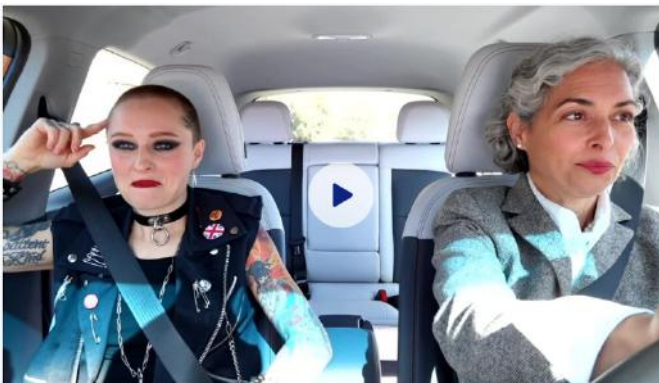
Media

- Prospecting and retargeting display ads and videos
- Keyword search
- Youtube

Campaign Metrics

- 53 million total impressions reached in-market car shoppers
- 20 million of the 53 million impressions reached disadvantaged and low-income communities where 35% of the budget targeted these communities
- More than 5.3 million videos viewed
- Daily website traffic increased from about 60 views a day to about 1,650 views a day (a 2,650% increase)
- More than 20,500 click-outs to auto manufacturers websites

Videos



Punk Rocker and Symphony Goer



Rabbi and Hipster

VELOZ

Banner Ads

