



CASE STUDY: DaimlerChrysler

Captivate Helps Chrysler on the Road to Olympic Gold Advertising

Background:

As one of the world's top three automotive corporations, DaimlerChrysler is a transportation leader that manufactures a wide range of cars, trucks and vans. The merger of Chrysler Corporation and Daimler-Benz in 1998 gave DaimlerChrysler an opportunity to reinforce its desired image as a manufacturer of high-quality luxury vehicles. DaimlerChrysler repositioned its mini-van lines as an up-market alternative for families, continued to update its popular Jeep Cherokee with high-end amenities, developed the dynamic and elegantly styled Concorde, and introduced the fun new PT Cruiser.

Targeting affluent customers for many of its vehicles, DaimlerChrysler's Canadian office and their media buying agency, Pentamark Canada, recognized the benefits of utilizing Captivate Network's elevator advertising medium in high-rise office towers to reach this audience. On Captivate screens in office buildings in Toronto, DaimlerChrysler advertised its Jeep line and sponsored Captivate's Cottage Weather Report screen.

Campaign Objectives:

- Increase awareness of DaimlerChrysler's sponsorship of the 2002 Canadian Olympic team
- Build the DaimlerChrysler brand
- Promote DaimlerChrysler's Olympic Sales Event

Campaign Strategies and Highlights:

As the official auto sponsor of the 2002 Canadian Olympic team, DaimlerChrysler expanded their brand-building advertising on Captivate to include sponsorship of four news screens that Captivate developed for the Olympics: Olympic Preview, Olympic Moments, The Canadians, and Olympic Results. In conjunction with these specialty screens, DaimlerChrysler also ran an ROS on Captivate screens that highlighted their Olympic sponsorship and retail Olympic Sales Event.

Building on DaimlerChrysler's Olympic television advertisements, Captivate developed an advertising campaign to air on Captivate screens. The images, messages and information in the 30-second TV spots, which were adapted into the Captivate spots, reinforced DaimlerChrysler's Olympic Sales Event with messages of reliability and 0% financing of their Limited Edition 2002 PT Cruiser and Grand Caravan vehicles. Each Captivate spot also emphasized DaimlerChrysler's sponsorship of the 2002 Canadian Olympic Team and directed viewers to their local Chrysler, Dodge and Jeep dealership.

Campaign Results:

To reach exceptional consumers and to extend the reach of their multimedia ad campaigns, DaimlerChrysler has advertised on Captivate for the last four years. Their sponsorship of Captivate's Cottage Weather Report screen was an effective addition to DaimlerChrysler's ad campaign as this screen is a natural fit with the Jeep brand. Adding the Olympic screen sponsorship to the campaign was also a natural fit, given DaimlerChrysler's status as an Olympic sponsor. While DaimlerChrysler's marketing mix also includes radio, television and newspaper advertising, their four Canadian Olympic Moments reports and Olympic Sales Event ad featured on Captivate screens provided them with a cost-effective flexibility not available with other media. Captivate Network also provided DaimlerChrysler with access to working professionals during the day when this target market is unlikely to be reading a newspaper or exposed to radio and television advertising. The auto manufacturer's long-term use of the Captivate Network advertising medium shows the ongoing value that Captivate provides in reaching DaimlerChrysler's target market.