

4D Euro RSCG's "Volvo Holidays" exceeds objectives

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4D Euro RSCG's proactive TV commercial and interactive website - Volvo Holidays - timed to capitalise on the 2009 festive season, has achieved good results for Volvo Car South Africa.



One of the objectives of the campaign was to increase Volvo's sale of accessories by 5% overall. "We achieved a 5% increase in November 2009, and a 17% increase in December," says Lynn Madeley, CEO of 4D Euro RSCG. "Through the campaign, we also sold two cars, and over-exceeded the number of holiday checks booked."

The creative agency produced a 30" commercial centring on the familiar road-trip question: "Are we there yet?", but with an unexpected twist. Driving in the new Volvo XC60, the young daughter soon asks "Dad, are we there yet?". He answers that there's still a long way to go, and instead of the usual moaning and groaning, the little girl in the back seat smiles contentedly. When you're in a Volvo, "Getting there is half the holiday".

Flighted only online and on ABSA TV, which delivered a captive audience with the right profile for Volvo, the commercial was just one facet of the "Volvo Holidays" campaign. 4D Euro RSCG also kitted out Volvo dealerships with banners, leaflets and display stands promoting the "Volvo Holidays" message and driving traffic to the campaign's website, www.volvoholidays.co.za.

Current and potential Volvo owners also received emails and SMSes advertising the site, which drove Volvo's range of "holiday accessories". Just over 15 000 emails were sent, driving 61% of all traffic to the site.

This personalised communication to Volvo's client base generated just over 1 200 unique site visits, with the average visitor spending almost three minutes on the site, and looking at around three pages. Forty percent of visitors also returned to the site one or more times.

- Creative director: James Daniels
- Art directors: Laura May Vale, Romy Lunz
- Copywriter: Justin Wanliss
- TV produced by Bouffant
- Website produced by Clarity
- Post production: Deepend Post Production
- Sound: Produce Sound

[Click here to view the commercial.](#) [3MB]

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