

Dodge Charger & Durango

Problem

How does a car company connect with both consumers who seek out the brand and those less inclined to?

Solution

Use strategically placed out of home formats to reach people where they socialize.

Background

Dodge, a well-known automotive company, was unveiling the 2011 models for the Dodge Charger and the Dodge Durango at the New York and Chicago Auto Shows. The company needed to make a large impact in both cities prior to and during the auto shows.

Objective

Dodge wanted to drive consumers and automotive enthusiasts to the New York and Chicago Auto Shows while building buzz and brand exposure for the Dodge brand. Due to the highly cluttered advertising landscape in both cities, the campaign needed to maximize impact using primarily non-traditional formats.

Strategy

The planning team was challenged with creating a high impact out of home campaign for Dodge that targeted auto enthusiasts in New York and Chicago during the Auto Shows.

The target routes were roads along the way to the auto shows, as well as high traffic areas of the market where people were staying and going out to dinner and entertainment after they left the shows.

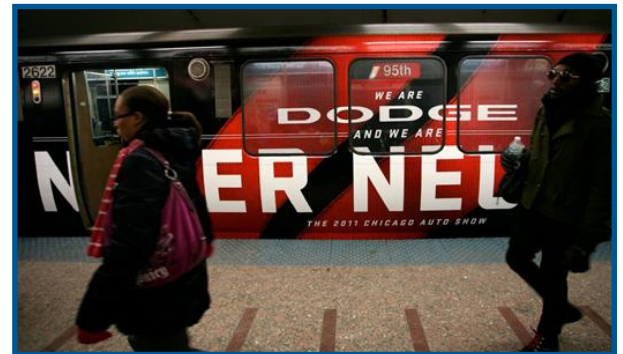
The agency used a mix of out of home media with in-your-face messaging including "Never Neutral," "Power Isn't Measured," and "SUVs should be SUVs and not dressed up sedans" to make a bold statement. Dodge's dynamic creative was attention-grabbing for both pedestrian and vehicular traffic.

In Chicago, the campaign kicked off with projection media that targeted main arteries surrounding the auto show as well as hot spots in the city. The Dodge logo and car were projected onto various blank city canvases (walls) at night. The walls were chosen prior to the campaign start with the strategy of using locations in close proximity to the auto show from 6 PM to 8 PM, reaching those exiting the convention center. After 8 PM, the projections were moved to a new site that targeted the downtown/hip areas reaching those going to their hotels, dinner, bars, or clubs after the show.

Transit media was also used to blanket the market and give the impression that Dodge was everywhere by being on the trains, buses, and sidewalks. For the first time, Dodge used a new format in the Chicago market: digital bus kings with a full wrap. Bus shelters and metro lights were also strategically placed to target the convention center.

In New York, bulletins and wallsapes were strategically placed in high traffic areas, with a strong focus on the Javits Center where the Auto Show was taking place, as well as dining and entertainment destinations in the city.

Digital formats, including the Madison Square Garden screens, Macy's digital, and digital newsstands, were implemented to extend the campaign's reach to the immediate area surrounding the Javits Center. These formats allowed for multiple messages displaying various Dodge vehicles. One wallscape in particular used glow-skin material to illuminate the headlights of a Dodge Charger.



Plan Details

Market: Chicago

Flighting Dates: 4 weeks, launching in early February 2011; the Chicago Auto Show ran February 9-20

Out of Home Formats Used: wallscapes, wrapped trains, wrapped buses with digital displays, bus shelters, metro lights, and projection media

Market: New York

Flighting Dates: 4 weeks, launching in mid-April 2011; the New York Auto Show ran April 22 - May 1

Out of Home Formats Used: Bulletins, wallscapes, digitals, transit and street furniture

Results

“[The planning agency] is an excellent out of home agency; they truly understand our business and know how to reach our consumers as they are leading their lives on the go. For this campaign, their insights into our target demographic and strategic thinking toward OOH gave us maximum reach and brand exposure during the Chicago and New York Auto Shows. The unique out of home formats and creative, such as the wrapped buses with digital displays and glow-skin technology generated buzz for the Dodge brand in each market.”

– Mark Malmstead, Chrysler

