



*Dennis*

CAMPAIGN PCA

# SEAT AROCA

DO YOUR THING

# Campaign Objectives

- To create a cross platform campaign to generate excitement around the launch of the all new SEAT Arona.
- To build model awareness and familiarity among in-market buyers.
- Creating captivating content to engage with SEAT's target audience throughout all stages of the launch; from the world exclusive unveiling to the UK on-sale date.
- Generate desire for both the Arona and the Leon CUPRA through engaging content
- Drive a minimum of 40,000 views per video.







# The Campaign

In partnership with SEAT, Dennis created a multi platform content campaign to engage with audiences across our award winning brands, Auto Express, Carbuyer, EVO, Alphr and The Week.

We followed the journey of the all new SEAT Arona from the exclusive unveil at Frankfurt motorshow through to the official UK launch, creating content along the way to inspire our readers to 'Do your thing', forget the norm and live life 'your way', proving why the Arona is the SUV of choice to help you do this.

*The SEAT Arona is here to help you enjoy your free time again and bring to life all your bucket list dreams.*

Consisting of 3 videos and 8 articles, we created content to inspire, engage and excite.

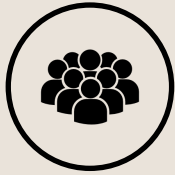
Alongside Arona content, we created 3 articles dedicated to the all new Cupra, to elevate the SEAT brand and get in-market buyers passionate about the SEAT range, and it's highly anticipated new SUV launch.

This partnership focused on real world advocates, capturing their excitement, initial reaction and enthusiasm for both the car itself and it's 'Do your thing' attitude. Our chosen advocates got the exclusive opportunity to see the Arona for the very first time before anyone else and ask SEAT's lead designer any questions they wanted. They even got the chance to put the car to the test themselves, when 2 advocates fulfilled their bucket list dreams in the new SEAT Arona.

Content was housed in a bespoke SEAT content hub, alongside our editorial features and reviews, to ensure there was a portfolio of content for our engaged audiences to consume.

# Delivery Overview

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## Unique Users

102,559



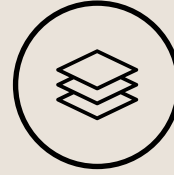
## Page Views

120,234



## Print Advertorials

2 x FP Advertorials  
1 x DP Advertorials



## Print Display

4 x FP Display Adverts



## Facebook Reach

29,971



## Newsletter Recipients

214,578



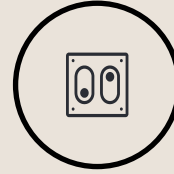
## Ad Impressions

2,108,809



## Dwell Time

01:53



## Brand Research

+ 83%



## Video Views

136,483



# KPI's and Deliverables

Arona Content






## BEST PERFORMING ARTICLE

'A day in the life of..' feature gained the highest dwell time of 03:21 compared to a site average of 01:30

Feature	KPI's	Delivered to date
'A day in the life'	4,000 page views 1:30 dwell time	4,970 page views 3:21 article dwell time
'The readers report...'	2,000 page views 1:30 dwell time	2,194 page views 2:56 article dwell time
'What's on your bucketlist?'	2,500 page views 1:30 dwell time	2,512 page views 2:43 article dwell time
'SEAT Adds Amazon Alexa...'	1,000 page views 1:30 dwell time	2,068 page views 1:30 dwell time

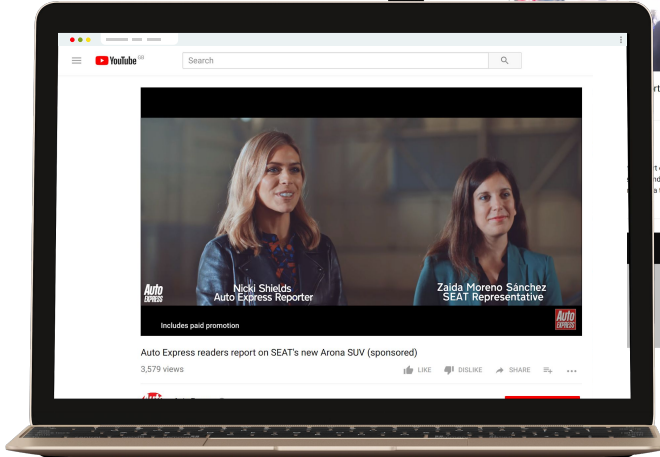
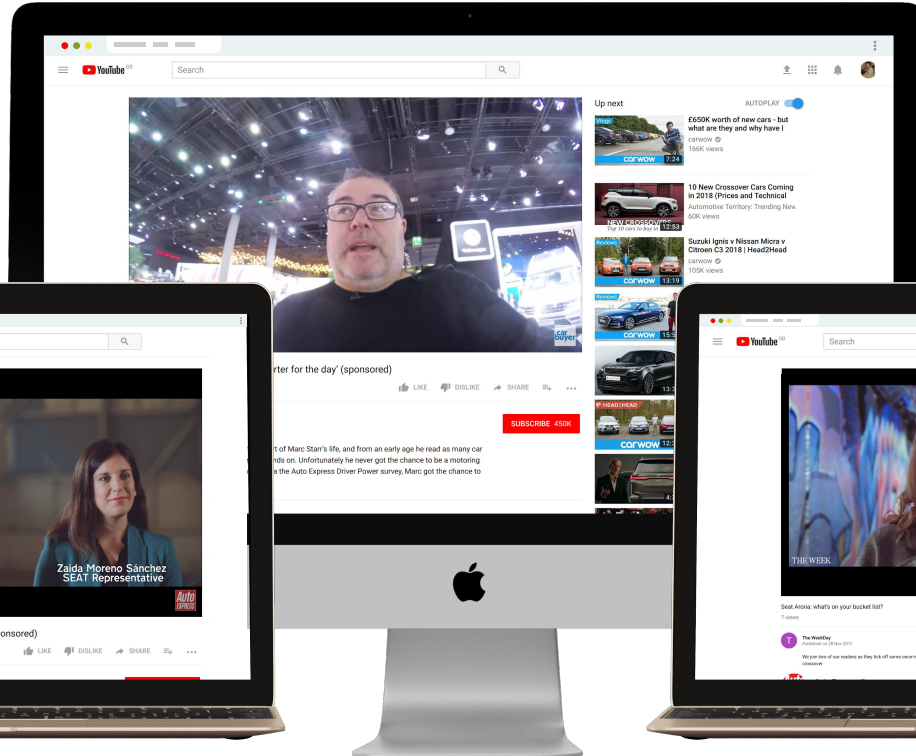
# KPI's and Deliverables

Cupra Content

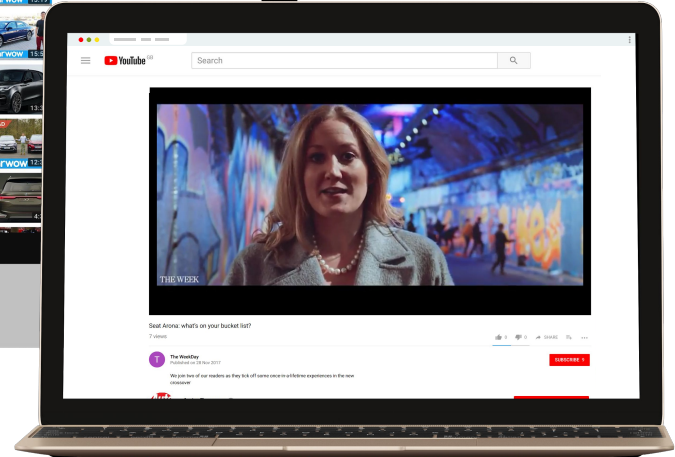
 <b>Feature</b>	 <b>KPI's</b>	 <b>Delivered to date</b>
'History of Cupra'	1,000 page views 1:30 dwell time	1,288 page views 1:10 dwell time
'Cult of Cupra'	2,000 page views 1:30 dwell time	2,257 page views 1:23 dwell time
'King of Cupras'	2,000 page views 1:30 dwell time	2,018 page views 1:35 dwell time
'Generation Game: Cupra'	1,000 page views 1:30 dwell time	1,257 page views 1:43 dwell time

# The Videos

Film 1: 'A day  
in the life of...'



Film 2: 'The Reader's report'



Film 3: 'What's on your bucketlist'



# Video Results

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'All participants featured in the videos expressed on set and post filming how much they enjoyed the experience, and were excited to be apart of an exclusive experience.'

Total Video Views: 136,483, 14% over target



**'A day in the life'**

KPI: 40,000 views

Achieved: 48,152 video views



**'The readers report...'**

KPI: 40,000 views

Achieved: 44,496 video views



**'What's on your bucketlist'**

KPI: 40,000 views

Achieved: 43,835 video views

# Display Ads

Delivery and Performance

## Native

439,950  
Impressions

0.13% CTR

## Takeover

365,914  
Page Impressions

0.67% CTR

## Traffic Drivers

613,460  
Impressions

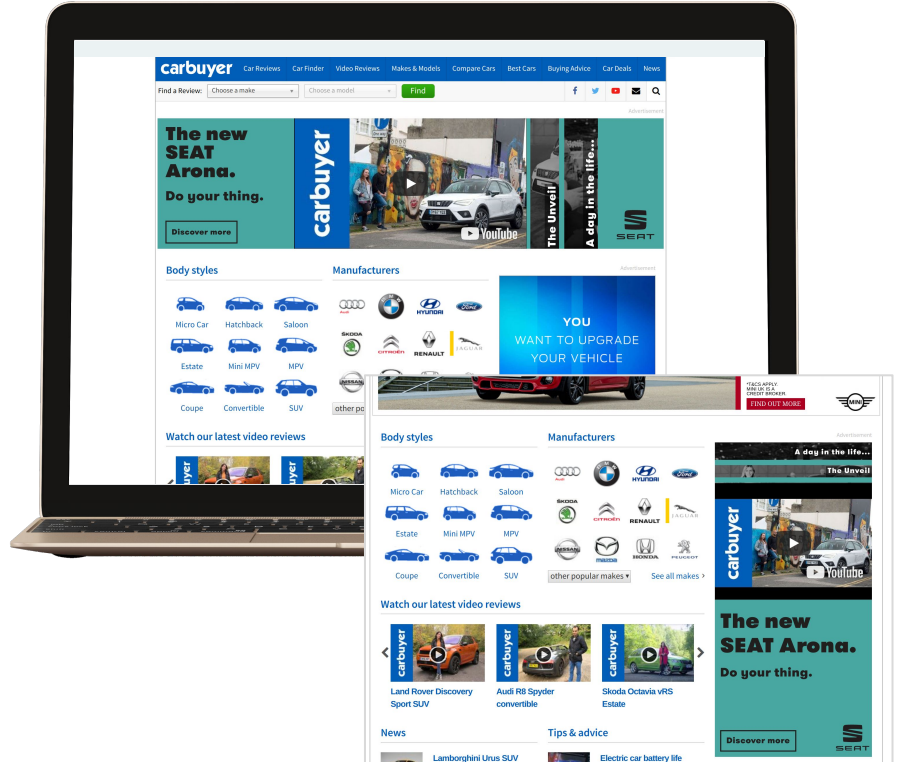
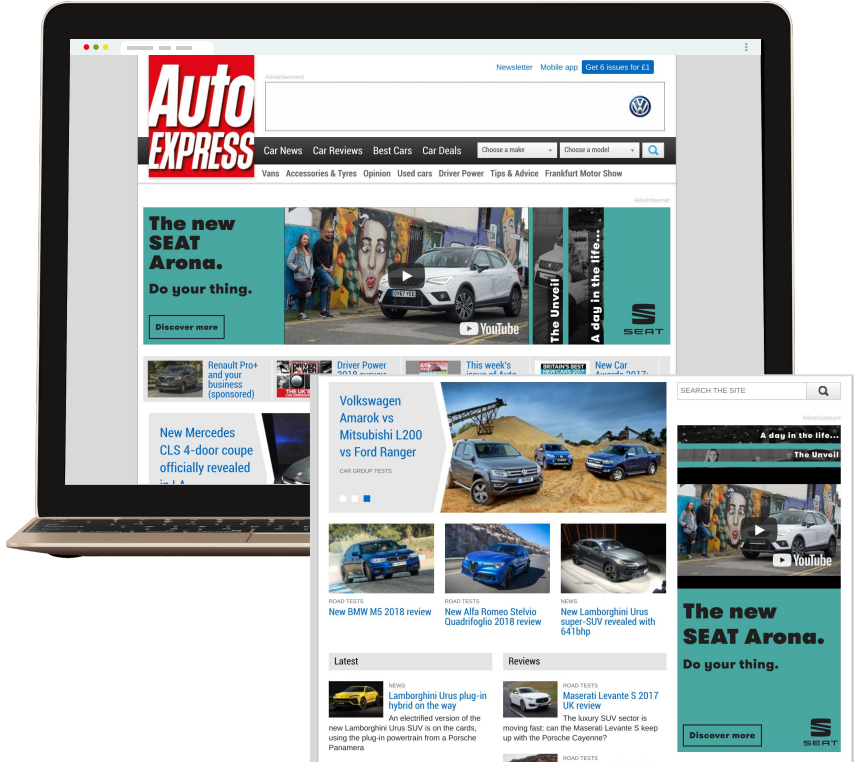
0.14% CTR

Traffic drivers ran across the Dennis Automotive network to extend the reach of the campaign and direct users to the bespoke articles. Additionally, high impact formats ran on the sponsored content, directing in market buyers to the SEAT site.



# Video Ads

Video and hub traffic drivers





# Print Content

Advertising promotion

**IN DETAIL**  
 SEAT's latest SUV is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

## Readers report on SEAT's new Arona

Exclusive unveil gives behind-the-scenes access to hot new small SUV

- David Walsh** - SEAT Marketing Executive, London
- Shirley Jordan** - SEAT Marketing Executive, London
- Helen Rowland** - SEAT Advertising Executive, London
- Lisa Manning** - SEAT PR Executive, London
- Lee Moore** - SEAT PR Executive, London

**SEAT** has always been a pioneer of SUVs, and the latest SUV is no exception. It's the SEAT Arona, and it's here to stay. The Arona is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

**REPORTER**  
 SEAT's new SUV is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

Discover more about the SEAT Arona at [seat.co.uk/arona](http://seat.co.uk/arona)

SEAT

Advertising promotion

**EXCLUSIVE: Behind the scenes at the Frankfurt Motor Show**

## "How I became a motor show reporter for a day"

Car fan lives the dream and reports from SEAT's Frankfurt stand on show-stopping Arona small SUV

**Man Star**  
 SEAT's new SUV is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

**SEAT SHOW**  
 SEAT's new SUV is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

**I had the chance to shadow James while he created his video coverage of the show, including the new Arona**



Discover more about the SEAT Arona at [seat.co.uk/arona](http://seat.co.uk/arona)

SEAT

## What's on your bucket list?

We help two of our readers tick-off some once in a lifetime experiences in the new crossover

**REPORTER**  
 SEAT's new SUV is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

**DISCOVER MORE ABOUT THE SEAT ARONA AT** [seat.co.uk/arona](http://seat.co.uk/arona)

ADVERTISING FEATURE

Parking in the night when you're out on the streets could have been a real challenge, but David told us that the reversing camera on the Arona was "really helpful" and he loved it. It's a really handy feature, especially when you're out on the streets at night. It's a really handy feature, especially when you're out on the streets at night.

**REPORTER**  
 SEAT's new SUV is a compact crossover that's as practical as it is stylish. It's got a spacious interior, a powerful engine and a sleek exterior. It's the SEAT Arona, and it's here to stay.

**DISCOVER MORE ABOUT THE SEAT ARONA AT** [seat.co.uk/arona](http://seat.co.uk/arona)

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SEAT

# Social Impact

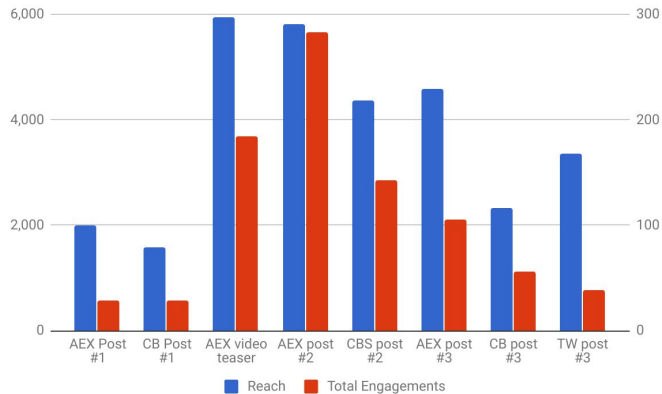
**Total number of Facebook Engagements: 867**

**Best Performing Post: AEX The Unveil (283 Engagements)**

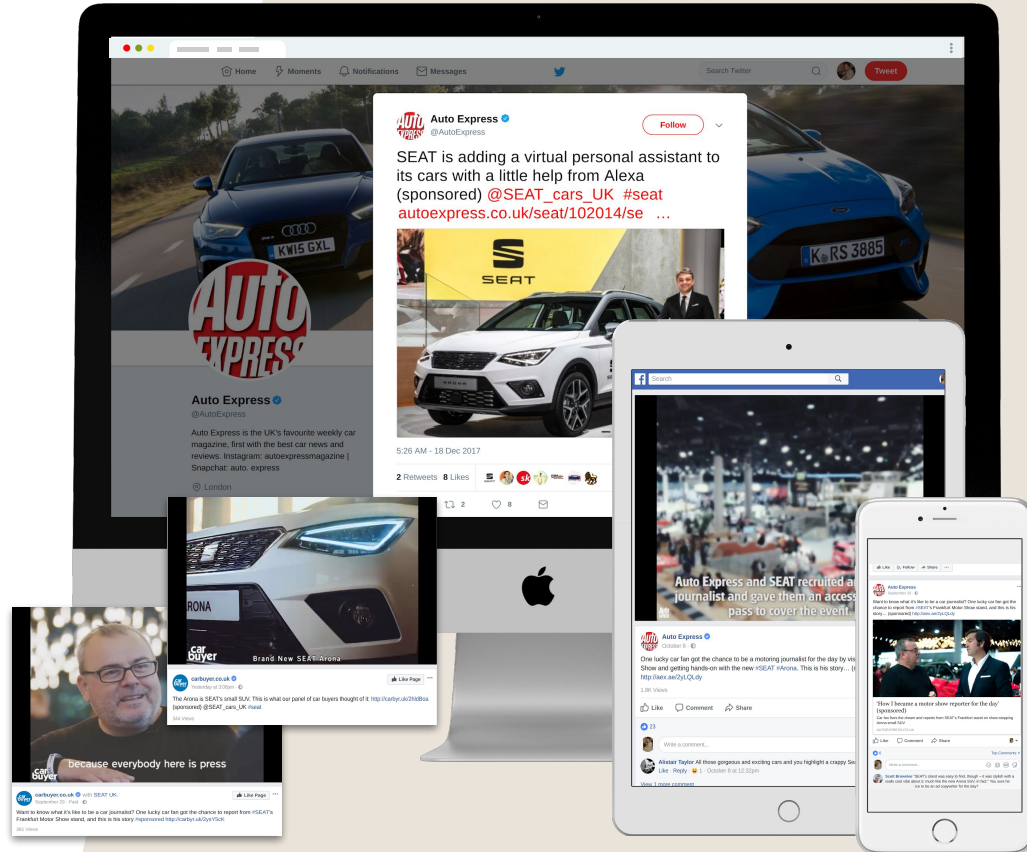
**Total number of Twitter Engagements: 63**

**Best Performing Tweet: 'SEAT Adds Amazon Alexa...' (37 Engagements)**

The first two posts introduced the partnership to the audience and we saw reach and performance increase from there. Post #1 competed with significant automotive motor show news content at the same time.



- Post #1: Day in the life of AEX journalist- Arona review
- AEX Video teaser: Day in the life of AEX journalist- Arona review
- Post #2: The Unveil
- Post #3: The bucket list



# Newsletter Stats

Email was sent to a list of 94,728 recipients across Auto Express, Carbuyer & The Week



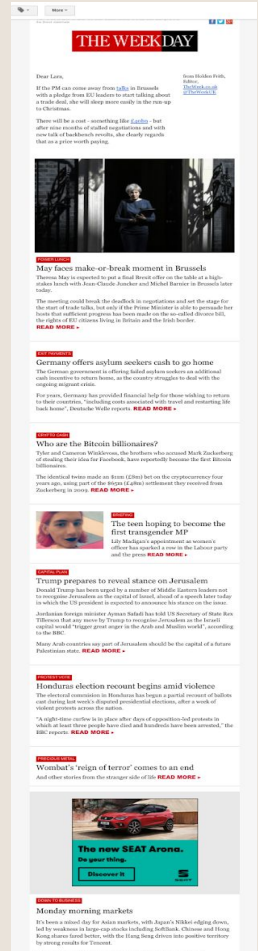
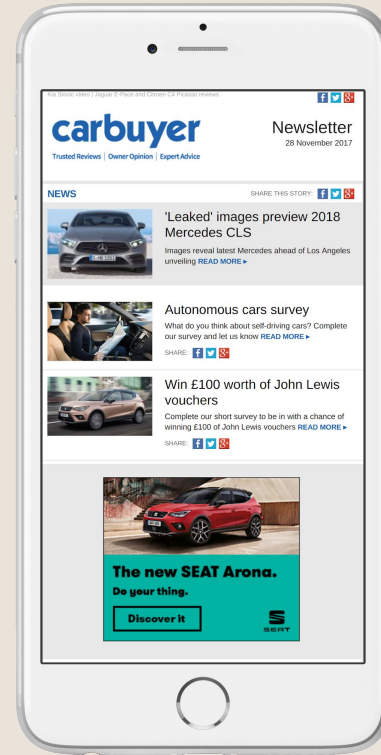
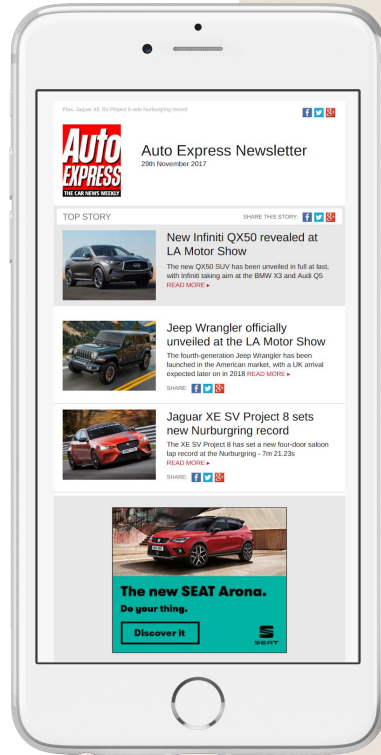
**214,578** Total Sent  
(across 8 newsletter insertions)



**0.52%** Average Ad CTR

Newsletter placements achieved a strong CTR, showing that in-market buyers have shown high interest in the launch of the new Arona and are actively looking to discover more.

Furthermore, this shows how influential Dennis' premium brands, Auto Express, Carbuyer and The Week are to an in-market audience, looking to be influenced as they build their consideration list.





# Bespoke Newsletter



**Total** Email List  
63,109



**Open** Rate  
26%




**Total** Ad Clicks  
260



**Ad Click** CTR  
6.95%

**Auto EXPRESS**  
THE CAR NEWS WEEKLY

Sponsored by **SEAT**




## The new SEAT Arona

We teamed up with SEAT for the release of its newest and smallest SUV - the Arona. Together and with the help of the Auto Express readers, we have produced some exciting and engaging online and video content for the 'DO YOUR THING' campaign.

[EXPLORE MORE](#)


**AUTO EXPRESS READERS REPORT ON SEAT'S NEW ARONA**



Exclusive unveiling gives behind-the-scenes access to hot new small SUV

[WATCH VIDEO](#)

**HOW I BECAME A MOTOR SHOW REPORTER FOR THE DAY**



Car fan lives the dream and reports from SEAT's Frankfurt stand on show-stopping Arona small SUV

[WATCH VIDEO](#)


unveil gives behind-the-scenes access to hot new small SUV

[WATCH VIDEO](#)

Car fan lives the dream and reports from SEAT's Frankfurt stand on show-stopping Arona small SUV

[WATCH VIDEO](#)


**VIEWING OF CUPRAS: AN INTERVIEW WITH DR. MATTHIAS RABE**



Interview with Dr. Matthias Rabe, SEAT's head of design and development, about all things Arona

[WATCH MORE](#)

**THE HISTORY OF THE SEAT LEON CUPRA R**




The new SEAT Leon CUPRA R made its debut at the Frankfurt Motor Show, but we turn back the clock to look at its origins

[READ MORE](#)

**COMPLETE OUR SURVEY FOR A CHANCE TO WIN £100 JOHN LEWIS VOUCHERS**

[CLICK HERE](#)

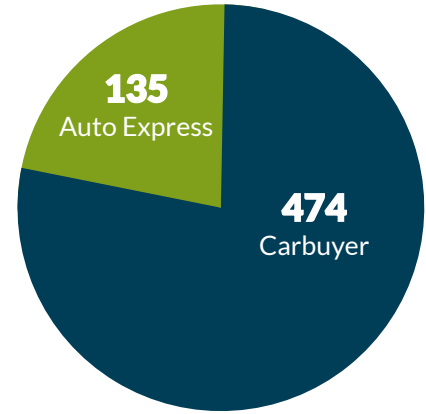
**DO BOOK A TEST DRIVE TODAY**



[CLICK HERE](#)

# The Research

- To monitor any **changes in perception of the SEAT Arona**, we ran a short survey which was promoted to the Auto Express and Carbuyer audience.
- We asked our sample audience about their **associations with the SEAT brand** and their **consideration of purchasing the Arona** in the future. By comparing those that had seen the campaign content (exposed) with those that hadn't (unexposed), we were able to compare these results, enabling us to discover the **shift in results due to the campaign**.
- The survey ran alongside the campaign from the **21st November until 22nd December**, ensuring we had a portfolio of content live as we spoke to the sample. This was promoted via the Auto Express and Carbuyer newsletters and within the online editorial content.



**603 TOTAL SAMPLE**



**Exposed to SEAT Arona Campaign content**



**Unexposed to SEAT Arona Campaign content**



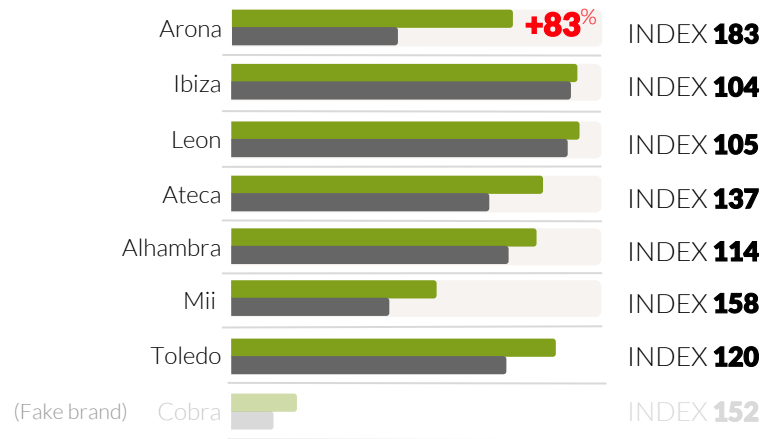
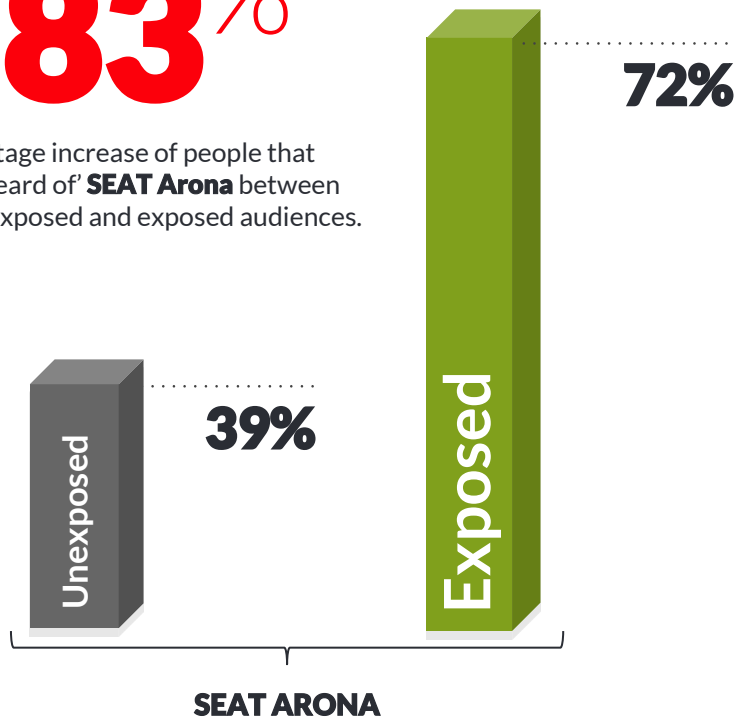
**Unsure whether they had been exposed to SEAT Arona Campaign content**

# SEAT Arona Awareness

Which of the following SEAT brands have you heard of?

**+83%**

Percentage increase of people that have 'heard of' **SEAT Arona** between the unexposed and exposed audiences.



Exposed to SEAT Content    Unexposed to SEAT Content

Note: index represents exposed audience compared to unexposed audience

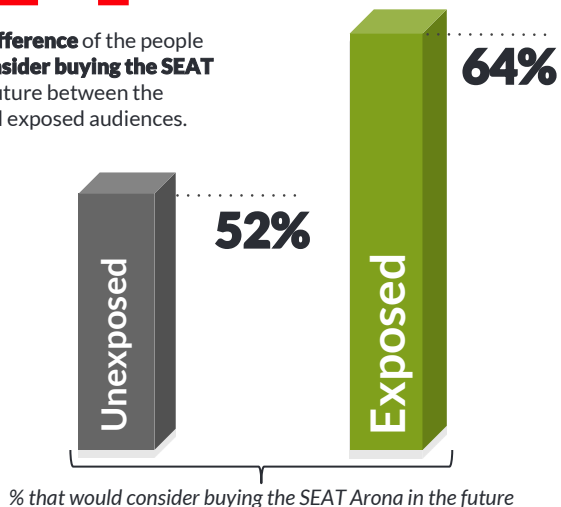


# SEAT Arona Consideration

Would you consider buying a SEAT Arona in the future?

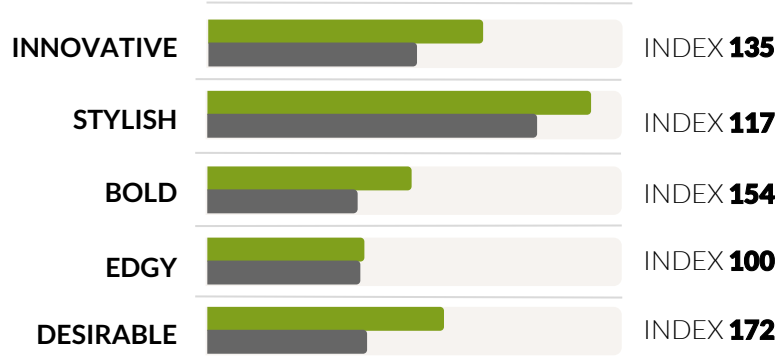
# +24%

Percentage difference of the people that would consider buying the SEAT Arona in the future between the unexposed and exposed audiences.



# SEAT Brand Perceptions

Which of the following would you associate with SEAT?



Note: index represents exposed audience compared to unexposed audience

# +36%

Average uplift of words associated with SEAT between the unexposed and exposed audiences.



# Research Conclusion

- With an **awareness increase of 83%**, it is clear that the campaign has successfully educated and inspired our in-market audience. Also, by utilising the quality of our brands and the expertise of our teams, there was a **rise in consideration** of the **SEAT Arona** as a future purchase.
- All **image elements of the SEAT brand have increased**, particularly the **desirable (+72%)** and **bold (+54%)** associations.
- Overall the research reflects the **positive effect** that **sponsored content** has on **audience perceptions**.





# The Learnings

- **Scheduling** - Seeding the content out slowly has proved a successful strategy to keep momentum high throughout the 14 week campaign, ensuring that all of the 3 main features successfully hit their video view target before the campaign's end. Also, the page view targets for each article were achieved.
- **Timings** - In order to interview and recruit high quality real world advocates, we need to allow enough time for pre-filming to ensure it is feasible to meet key timeline dates.
- **Brands** - The combination of amplifying this campaign on both core automotive sites (Auto Express & Carbuyer) and leading lifestyle brands (The Week) allowed us to reflect the attitude of the SEAT Arona and target the right audience at the right time.
- **SEAT Ambassadors** - To enhance this campaign in the future, it would be great to have a SEAT ambassador (such as a member of the design or the product team) as a consistent throughout the series, uncovering new facts and features about the Arona along the way. This will help guide our users on a journey of the launch from design to on sale.
- **Amplifying reach** - In this campaign we included an added value feature which focused on Arona's technology, in particular it's Alexa integration. As technology is becoming more and more of a priority when forming consideration lists, this would be a natural area of growth and focus to build on the partnership with a second phase. The Dennis portfolio allows us to reach out to a tech focused audience whilst still maintaining an influential presence within the core Automotive sector.





# Recommendations

- To build upon the success of the launch campaign and drive increased awareness of the SEAT Arona over key competitors, we would recommend continuing the current strategy of **engaging with in-market audience across a number of different brands**. This enables us to **attract in-market buyers with their individual buying needs**, whether they be lifestyle or technology needs and show how they can be matched with the Arona.
- The campaign drove strong anticipation and interest around the SEAT Arona content. Contextually targeted adverts pushed out the brand to existing and new buyers, generating traffic that saw **particularly high dwell times on the Arona content overall (25.56% more than average)** with 'A day in the life...' achieving the highest dwell time and page views. This dwell time can also be seen on the Alexa article showing **buyers interest in innovative consumer technology**, a buying trigger that is becoming more and more of a priority.
- To further drive buyers to deliver conversions for SEAT we would recommend **running two different creative call to actions** which would allow us more **flexibility to optimise more towards the messaging that performs best**.
- The main recommendation would be to focus on continuing what was so successful and **creating more of the video and article content types that worked so well** in this launch part of the campaign, now that the Arona is in market.
- In phase two, we would recommend using key SEAT Ambassadors to add an additional level of authority to the current content portfolio. This will look to enhance the positive real-world opinions of our advocates and educate buyers on why the SEAT Arona should be at the top of their list.
- Technology has proved to be a key area of interest for potential SUV buyers, in phase 2, we would recommend **creating more content focused on the technology inside the new Arona**, an area that will naturally generate high interest across Auto Express, Carbuyer and Alphr, our leading technology brand.
- To ensure we keep momentum for the Arona high throughout the year, it is essential for **SEAT Arona to have a high SOV during pivotal times in the automotive calendar**, through high impact formats and **takeovers**. For example **key competitor launch dates** (Audi Q3, Kia Sorento, BMW X2, Citroen C5 Aircross, Dacia Duster, DS7 Crossback, Volvo XC40 and Jaguar E-pace), around **motor show content** and the all important **plate change months**, September and March.





*Dennis*

**Thank you**