

Nissan – ‘Nissan GT-R and Nissan Leaf’

Objective

Drive awareness, improve brand perceptions and influence future purchase consideration.

Audience

People aged 25-44 years old.

Approach

Leverage the premium airport environment to improve brand status and use the high dwell times to impart information about Nissan’s models and its features to travellers waiting for their flight.

Impact

- 30% of respondents recall at least one of the two advertised car models at the airport
- Those who viewed the ad were 6x more likely to promote the brand and 2.5x more likely to consider purchasing the car brands advertised
- 2/3 of the target audience stated their opinion of Nissan changed positively after viewing the airport ad
- A quarter of respondents visited Nissan’s website or used a search engine to source further information
- 7% of the audience claimed they contacted a dealership as a result of viewing the ad

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Campaign source: [oOh!media](#)



Category: Automotive

Year: 2012

Media Agency: Carat