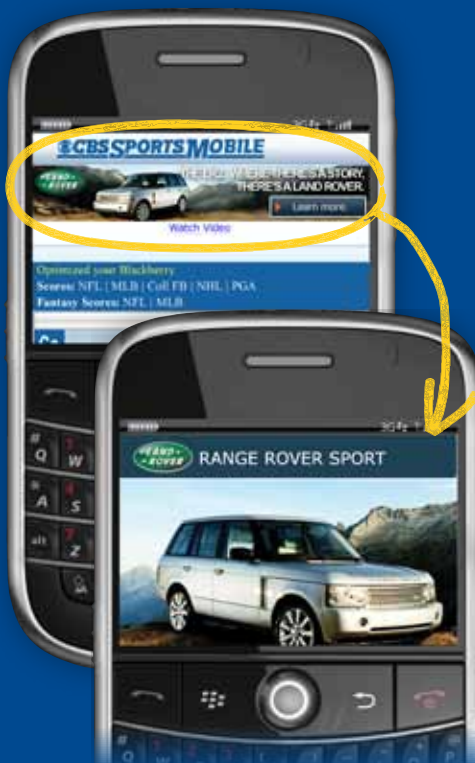


“AdMob continues to deliver the results Land Rover has come to expect in mobile advertising.”

– Alex Acey
National Communications Manager,
Land Rover North America

Campaign Components

- Graphical Banner Ads & Text Link Ads
- Innovative & Engaging Mobile Website



GOAL

Land Rover worked with the agency Mediaedge: CIA and AdMob to develop an engaging campaign and rich mobile website promoting car models including the Range Rover Sport, Land Rover LR2, and Land Rover LR3. Land Rover’s primary goal for the campaign was to build purchase consideration by increasing excitement about Land Rover products. The secondary goal of the campaign was a direct response goal – to generate dealer lookups and click-to-call a dealer to schedule a test drive in order to drive traffic to retailers.

Land Rover’s target audience is an active male, high net worth demographic between the ages of 34-54. Looking to reach and engage this affluent, on-the-go demographic, Land Rover identified mobile advertising as a natural fit with their campaign goals.

SOLUTION

AdMob ran graphical banner ads and text link ads with sophisticated targeting to reach Land Rover’s target audience of high net worth males. Land Rover ads ran in AdMob’s Premium Site bundle on sites including CBS Sports/News, Accuweather, and others. Additionally, AdMob targeted specific handsets that profile high net worth including several leading Smartphones.

Land Rover’s innovative and engaging mobile site contained several possible actions. For example, users could watch videos of the vehicles in action, view an image gallery and select their favorite color Land Rover and then download a wallpaper of their favorite color & model, enter their zip code to look up the nearest dealer, enter their email address to be sent a brochure, or click to call to schedule a test drive.

RESULTS

AdMob drove 73% of traffic to Land Rover’s mobile site with 40% of the mobile advertising budget.

Highlights from Land Rover’s mobile site engagement rates include:

- >45,000 video views
- >7,400 custom wallpaper downloads
- >128,000 Gallery Views
- >5000 dealer lookups
- >800 brochure requests
- >1100 click-to-calls

“Land Rover has run multiple campaigns with AdMob and we’ve consistently been impressed with AdMob’s performance, innovation, and how easy it is to work with them.”

– Joao Machado, Group Director, Mediaedge: CIA