

BACKGROUND

Fiat India Automobiles Limited was originally incorporated in the year 1997. FIAT built its first car in 1899 and from then has produced 90 million cars. Many of its models have marked important milestones in motoring history.

In July 2011, Fiat launched the Linea and Punto diesel cars with the aim to make it easier for their target audience to own any of their superior cars.

OBJECTIVE

With the desire to choose a different route other than the usual BTL route, Fiat took the mobile way. The brand wanted deliver information to their target audience on their finger tips to create a faster impulse.

Fiat wanted to integrate digital media benefits on traditional medium and thus create consistent engagements. The goal was to convert target audiences’ impulse into an exciting experience. Ford also wanted to adapt the engagements to specific campaigns based on the communication objectives.

SOLUTION

As a part of single engagement, both Linea and Punto print ads were POINT enabled to deliver various widgets to users that included direct access to book for a test drive, feet tapping Linea TVC, connect with social media sites, direct link to visit the website and additional interesting offers.

On capturing the brand logo on newspapers from mobile phones, users were transported instantly to the augmented world filled with abundance of information about the brand.

Logo recognition solution enabled a 360 degree connect to consumers across media such as print ads, posters etc. Features like test drive booking and social media connects ensured interactivity through a static logo. Various widgets in a single engagement not only let the users make the choice of content to interact with but also offered an extended view of the product.



RESULTS

- Over 9000 engagements were recorded during the campaign
- Out of the various engagements provided , the WAP site was the most accessed content, demonstrating the transition from desktop to mobile site

HIGHLIGHTS

- First time a static print ad was converted into an interactive piece of communication generating more value to it and creating deeper engagement with their target audience
- The campaign provided a whole new experience to the user in an engaging way
- The solution was perceived as a new way to measure Brand engagements through traditional media