



Case Study

2017 NORTH AMERICAN EFFIE FINALIST

"SHATTERING PERCEPTIONS"

As the poster child for an ailing, much-maligned American auto industry, Chevrolet suffered from familiarity breeding contempt: People thought they knew everything there was to know - most of it negative—so they wouldn't even pay attention to the brand. To get them to listen, we played a game of brand "hide and seek": let a new generation of car buyers see for themselves, rather than be told, about the new Chevrolet.

Competition:
North American Effie Awards

Ran in:
USA

Category:
Automotive - Vehicles

Brand/Client:
Chevrolet

Lead Agency:
Commonwealth//McCann

Contributing Companies:
Carat
FleishmanHillard
MAKE

Product/Service:
Automotive

Classification:
National

Dates Effort Ran:
April 01, 2016 -
Ongoing

Credits:
Kelly Balagna
Rebecca Chow
Bob Guisgand
Linus Karlsson
Gary Pascoe
Duffy Patten
Mark Rebhan
Bill Wilt



Executive Summary

The Challenge

People were so apathetic, they couldn't be bothered to even listen to Chevrolet.

The Idea

Trick people into paying attention.

Bringing the Idea to Life

Disrupt, deliver the facts in an entertaining way, surprise them with the brand—and capture genuine, spontaneous reactions.

The Results

Increased sales, share, and brand momentum.

Effie Awards Category Context

As the poster child for an ailing, much-maligned American auto industry, Chevrolet suffered from familiarity breeding contempt: People thought they knew everything there was to know - most of it negative—so they wouldn't even pay attention to the brand. To get them to listen, we played a game of brand "hide and seek": let a new generation of car buyers see for themselves, rather than be told, about the new Chevrolet. The result has been a dramatic increase in sales, share and brand health—a clear indication the campaign is overcoming apathy and regaining brand momentum.

Communication Touch Points - All Cinema

Consumer Involvement/User Generated
 🏠 Viral

Interactive/Online
 🏠 Digital Video
 🏠 Display Ads
 🏠 Mobile/Tablet Optimized Website

Internal Marketing

Mobile/Tablet
 🏠 Apps
 🏠 Display Ad
 🏠 Location-based Communications/Real Time Marketing

OOH
 🏠 Billboard
 🏠 Place-Based

Print
 🏠 Custom Publication
 🏠 Magazine - Digital
 🏠 Magazine - Print

Product Design

Professional Engagement
 🏠 Closed Loop Marketing (CLM)

Radio
 🏠 Merchandizing
 🏠 Spots

Social Media

TV
 🏠 Branded Content
 🏠 Interactive TV/Video on Demand
 🏠 Product Placement
 🏠 Sponsorship

Additional Marketing Components

🏠 Not Applicable

Paid Media Expenditures

Budget
 🏠 About the same as other competitors.
 🏠 About the same as prior year's budget.

Owned Media & Sponsorship

Not Applicable



Effie® Worldwide, Inc.
148 Madison Avenue, 4th Floor
New York, NY 10016
Email: info@effie.org
Tel: 212-913-9772
Fax: 212-656-1523
www.effie.org
www.effieindex.com



Effie Worldwide

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