

/THE

Case Studies: Successful **Cross-Platform**

Rob Robinson

Senior Specialist, **Social Communications** Nissan North America @robrobinson





THE RIDE OF YOUR LIFE

Nissan's "Ride of Your Life" TV campaign came back in 2015 with a twist, surprising mall goers with an incredible driving experience in the 2015 Altima in support of the May Sales Event.







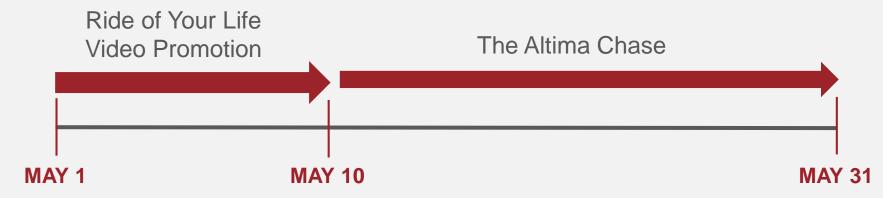


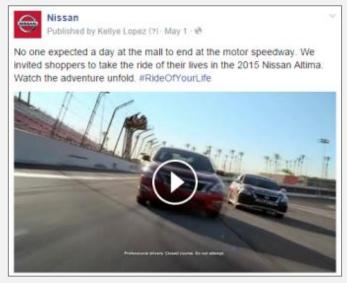
THE ALTIMA CHASE





PROGRAM TIMELINE









THE SOCIAL CLUES TO TRACK DOWN THE ALTIMA

7 clues across 6 social networks from May 11-31.

Nissan:

Altima:















THE SOCIAL CLUES TO TRACK DOWN THE ALTIMA

7 clues across 6 social networks from May 11-31.

Nissan:

Altima:

















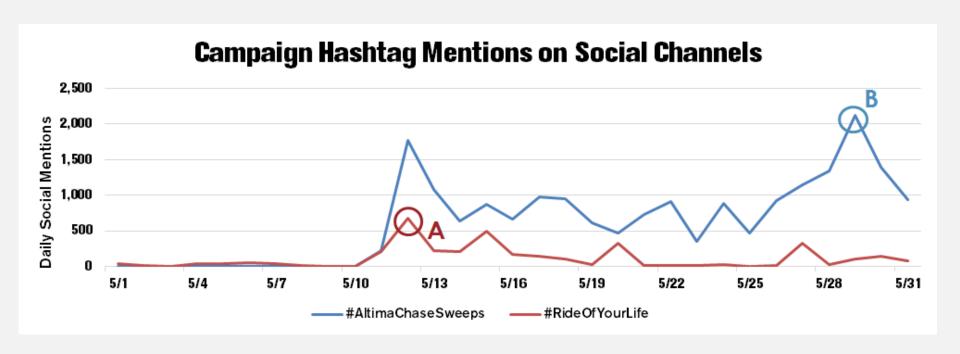
THE ALTIMA CHASE HUB – A BASE OF OPERATIONS FOR SOCIAL







WHEN THE THIEF TOOK OFF, SO DID SOCIAL





THE RESULTS OF THIS THRILLING CHASE

- 103 MM+ social impressions across all channels
- 12 MM+ views of video content
- 113,039 engagements across social channels
- 5% increase in Altima conversation net sentiment
- 14% increase in total Altima social conversation
- One of the most popular auto campaigns in Q2 (Unmetric)

The source of the large number of Comments came from the Altima Chase campaign where fans had to spot the clues and report their answers in the Comments section. Seven brand posts and 13,000 fan comments later, this was one of the most popular campaigns in the auto industry in Q2.







CASE FILE: WHAT WORKED

- Video retargeting
- Cross-platform engagement
- Using a mix of CTAs, from simple to more complex
- Integrating with Ride of Your Life campaign