

# Nissan – 370Z Launch

## BACKGROUND

Nissan were launching their new iconic 370Z model. Whilst the model was being officially launched in Melbourne in February 09, the car was not on sale until May. Nissan needed to close the gap in communications between this period. The task was to develop a pre-launch strategy, followed by a launch strategy, which captured prospects data, kept consumers engaged and deferred purchase of competitor vehicles until the Z went on sale.

## MARKETING OBJECTIVES

Pre-Launch Objectives:

- Communicate that the 370Z is coming
- Create intrigue and desirability
- Build a prospect database & keep prospects warm until the car went on sale
- Delay prospects purchase of competitor vehicles

Launch Objectives:

- Drive awareness
- Create knowledge of how the model had been improved
- Create intrigue, desirability and action to purchase
- Drive website visits



## STRATEGY

The strategy was to create a campaign that was as innovative, unique and as different as the car itself. The campaign needed to talk to the young, savvy, early adopters that the Z attracts.

## CREATIVE SOLUTION

The objective of the pre-launch strategy was to get prospects 'behind the wheel'. To achieve this, Nissan met them half way. A distinctive and creative mail pack was developed and sent to the target audience which included a wheel. The wheel was used to drive the audience to a unique website where they could take the 370Z for a virtual spin, utilising the wonders of Augmented Reality. By simply turning the wheel, the audience could inspect every curve and detail. They could even turn the lights on by clicking on the car.



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## RESULTS

The campaign achieved outstanding results and created a lot of positive noise amongst consumers and the press.

- 7,497 website views were achieved in the first week with each person spending on average 4.35 minutes on the site.
- Test-drive target was doubled.
- Demand ran at around 30 orders a week – the equivalent of 2 months worth of sales for its equivalent and popular 350Z.
- 115 new 370Zs were delivered in May – nearly 8 times the number of 350Zs sold in a similar time period.
- An extraordinary sales level for Z was achieved with \$7.5m worth of sales in May alone.

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