



OMD – RENAULT - PUBLICIS

Amma – Native & Content

Renault Megane E-TECH - 29 MINUTES

RESTAURANT

VIDEO



CAMPAIGN BACKGROUND

- ❖ Automotive market in full changing between thermic and electric
→ Consumer is unsettled.
- ❖ Sensitive to the problems of global warming but blocks on these changes in habits that this imposes.
- ❖ “Recharging the electric vehicle is a very negative constraint because it takes time.”



THE IDEA

A *positive constraint*:

29 minutes to recharge your car, time for a gastronomic lunch.

- ❖ To meet this challenge, the Michelin-starred chef Yves Mattagne centred the creation of his 3-course menu around the design and characteristics of the car.

Strategy:

- ❖ Tease, recruit, amplify, and reveal. Using impactful formats, video, social media and content partnerships



STARTING POINT

CAMPAIGN & MEDIA OBJECTIVES

Break down the barrier of choosing an electric car

- ❖ Educate, inform, and reassure consumers that electric is not full of constraints
- ❖ Increase awareness and desirability

TIMING & AUDIENCE

Audience

- ❖ 30-54 Y
- ❖ Electric automobile intentionists
- ❖ Foodies & restaurant lovers
- ❖ Contest lovers also having an attraction for ecology

Timing

- ❖ Phase one : 08.08 – 31.08
- ❖ Phase two: 14.11 – 04.12

A 3-STEPS MEDIA PLAN

TO GET PEOPLE TALKING ABOUT THE CONTEST

RECRUITMENT

Recruit prospects to have a chance to participate to the exclusive event

“ENGAGED” AWARENESS

Generate impact to a high-receptive audience via impactful formats to increase attention, retention and engagement.

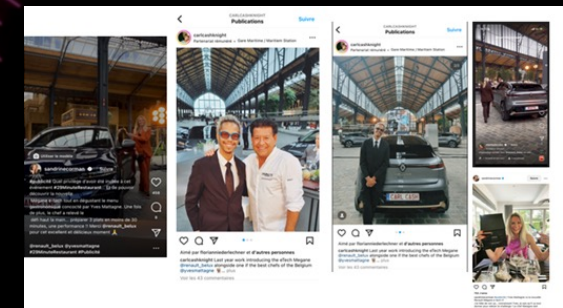
WORD OF MOUTH

Benefit from influencers notoriety to relay the experience of the event on their social networks

∞ Meta



* BRUXELLES
SECRÈTE



RESULTS IN A NUTSHELL

| "ENGAGED" AWARENESS | | CONSIDERATION | LEAD |
|------------------------|---|--|---|
| 12.3Mio IMPRESSIONS | 4.4Mio completed VIEWS | 116.500 clicks | Increase in search behaviour and leads |
| 6Mio people REACHED | Video completion: x2.7 vs benchmarks | Social engagement rate x1.5% vs benchmarks | 1.057 qualified visits 179 business visits |

WHY SHOULD 29' WIN AN AMMA ?

- ❖ 29 Minutes Restaurant is a **unique creative approach** to content and native advertising. It is a **storydoing**.
- ❖ Zooming in on a unique **feature of the new Megane E-Tech, fast charge in 29 minutes**, by proving it through an activation. In Michelin star execution.
- ❖ **Paid, owned and earned**. The center content piece, a video, was pushed in paid media. It was featured on the website and promoted via PR & influencers. All this in parallel of the regular awareness & consideration campaign.
- ❖ Fully connected communication, **100% initiated and produced in Belgium**.
- ❖ Educational role with a **synergy between the product and consumer** for more sustainability. Renault makes its contribution to educating the target group towards a cleaner world, without any commercial action. Influencers actively participated in this reality game and the dissemination of information created the buzz. An incredible way to contribute to sustainability.
- ❖ It was a **perfect partnership** between Media agency OMD, Creative agency Publicis, the client Renault, the different media partners, the influencers to spread the concept and create smart amplification.



THANK YOU