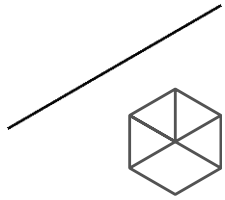




**MEDIAHUIS**  
**Connect**



**RANGE ROVER**  
**branded content case**

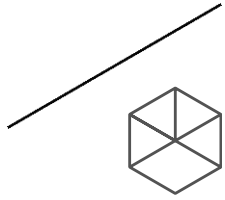


## The mission

### **3 campaign objectives** to promote the Range Rover Evoque Convertible within a strong context.

- brand awareness
- storytelling
- activation



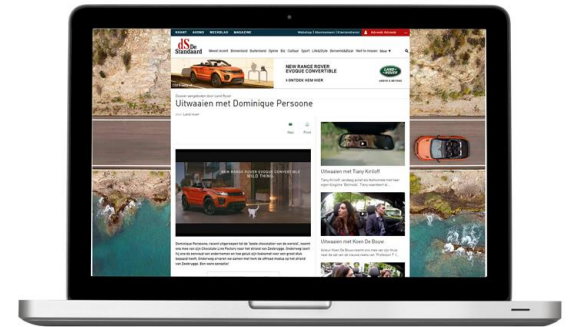


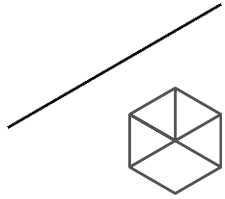
## The mission

## Realized through

- an activating traffic campaign through display bannering and videotrailers,
- branded webpages with branded (video)content,
- an online contest to win a Range Rover Evoque Convertible for one weekend

**Published from 16/07/2016 until 15/08/2016 in the qualitative, online environment of [www.standaard.be](http://www.standaard.be)**





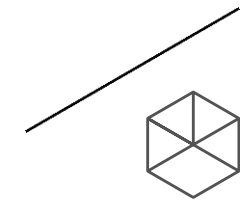
## The concept

### A branded content serie: “Uitwaaien met...”

The Range Rover Evoque Convertible was put in the spotlight by a branded content serie with host Saartje Vandendriessche and 4 Flemish ambassadors of Landrover.

This resulted in 4 episodes in which each ambassador drives the Evoque Convertible and tells the story about his/her career. The succesful – but not always easy – road of their career, was linked to a specific USP of the car, which lead to spontaneous and fun conversations.

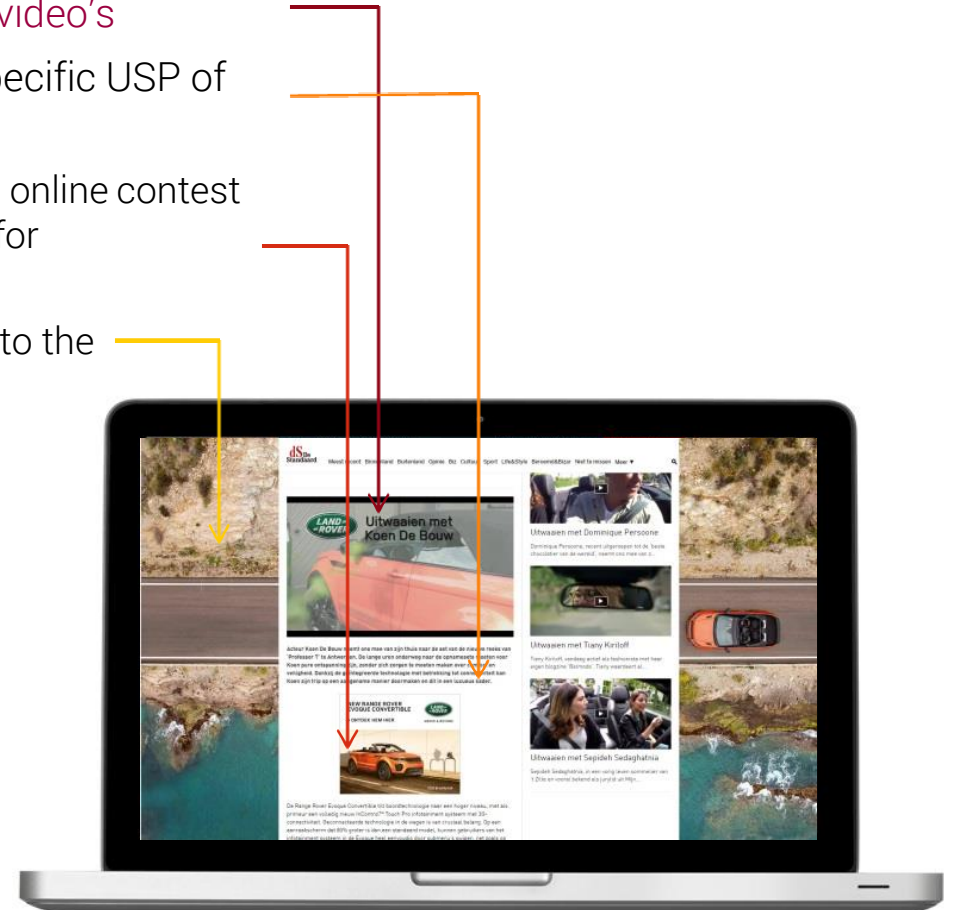




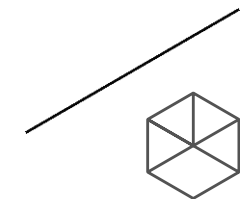
## The creation

### 4 dedicated webpages, each consisting of:

- one of the four branded content video's
- editorial content focused on a specific USP of the Evoque Convertible USP
- a call-to-action to participate in an online contest for winning an Evoque Convertible for one weekend
- a take over that was directly linked to the website of Range Rover to get more product information



<http://www.standaard.be/tag/uitwaaien-met>



The creation

# Traffic drivers to the dedicated webpages: ROS display bannering on [destandaard.be](https://destandaard.be) and the newsletter of De Standaard



ABOVE & BEYOND



UITWAAIEN MET SEPIDEH SEDAGHATNIA

'Details maken het verschil'



WIN EEN WEEKEND MET DE RANGE ROVER EVOQUE CONVERTIBLE

Sticky ad



BY

UITWAAIEN MET SEPIDEH SEDAGHATNIA



'Details maken het verschil'

ONTDEK MEER >

Homepage advertorial



BY

UITWAAIEN MET KOEN DE BOUW



'Onderweg naar de set wil ik comfort'

ONTDEK MEER >

Newsletter IMU



ABOVE & BEYOND

UITWAAIEN MET DOMINIQUE PERSOONE

'Zie alles als een uitdaging'



WIN EEN WEEKEND MET DE RANGE ROVER EVOQUE CONVERTIBLE

XL Leaderboard



# The creation

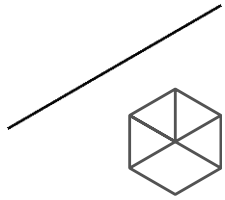
# Traffic drivers to the dedicated webpages: ROS videotrailers on [destandaard.be](http://destandaard.be)



Pre-roll videotrailer



In content videotrailer

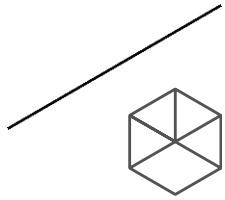


## The creation

Production and editing of the branded content video's and videotrailers was entirely realized by the **inhouse video cell of Mediahuis.**

All display banners, printads and dedicated webpages were designed by **the creative team of Mediahuis.**





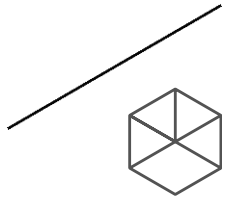
## The results

### Awareness

- *Videocontent:*  
97.355 views, i.e. **62,3% more views** delivered than paid for .
- *Videotrailers:*  
330.156 views, i.e. **13,8% more views** delivered than paid for.
- *Display bannering (sticky ad and XL leaderboard):*  
2.467.202 impressions, i.e. **7,3% more impressions** delivered than paid for.

### Activation

- *Online contest:*  
**485 participants** with 424 opt-ins for Land Rover
- *Website Range Rover:*  
**2.495 qualitative clicks**

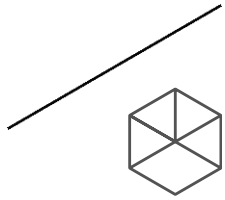


## The client

### **Ingrid Van Roy - Communication Manager Land Rover Belux**

“The Range Rover Evoque Convertible is a niche product which had to be launched in the summer. We were looking for an original and visual way to communicate during this period. Together with the Mediahuis team, we tailored the initial proposal and came up with the perfect image with which we could both identify. The integration of our own brand ambassadors was a successful added value. A strong campaign that put the Range Rover Evoque in the spotlight in a unique way.”





More info  
about  
creating  
storytelling  
for your  
brand?

## **Peter Verrept**

**Business Development Manager Video**

+ 32 490 56 54 73

[peter.verrept@mediahuis.be](mailto:peter.verrept@mediahuis.be)