

globaleffectiveness

Client Objective

The objective was to drive consideration for Toyota Hilux. The aim was also to drive footfall visits and online bookings of test drive.

How did DAX help?

DAX ran a 3 week campaign based a variety of audience segments from Xaxis across Auto Intenders but also targeting lifestyle segments to drive relevance

DAX was then able to maximise the opportunities to drive consideration using dynamic creative for every lifestyle moment

The creative won an Ariel award for best use of audio.

Did it work?



+29%

in consideration of
Toyota Hilux for DAX
recallers

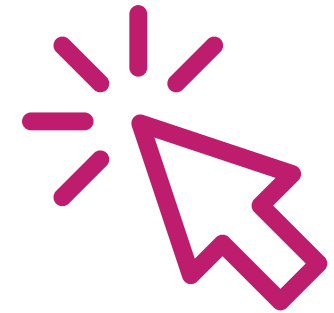
d.fferentology



2.3x

Exposed listeners were
2.3x more likely to visit
a Toyota dealership
than the control group


MOBSTA



x2.8

Uplift in visits to
Toyota Hilux web
pages



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Research methodology

Differentology: Brand uplift study with 550 participants using test v control

LIID – Using Global's Listener Insight ID technology, we tracked post-exposure online response

Mobsta: Footfall study based on exposed v unexposed mobile location data

Brand Image

Core brand perceptions increased significantly

(Base: All respondents. Control sample n=250, DAX Recall n=63)

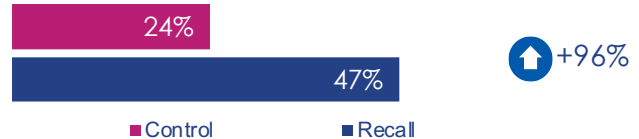
Leading pick-up truck



Vehicle I'd like to own



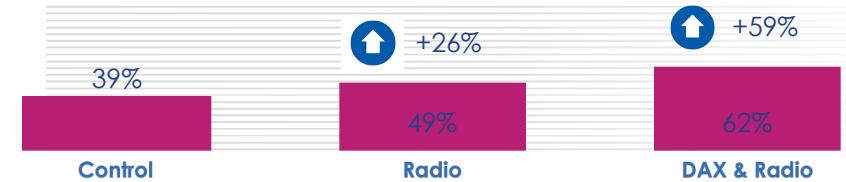
For people like me



(Base: All respondents. DAX listeners n=300)

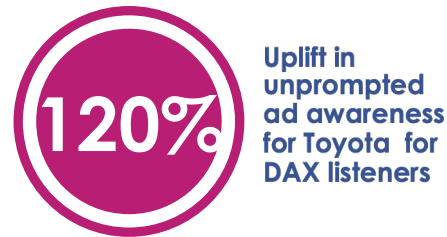
DAX helps to improve impressions of a brand:

(Base: : All respondents. Control sample n=250, DAX n=300, DAX Recall n=63)

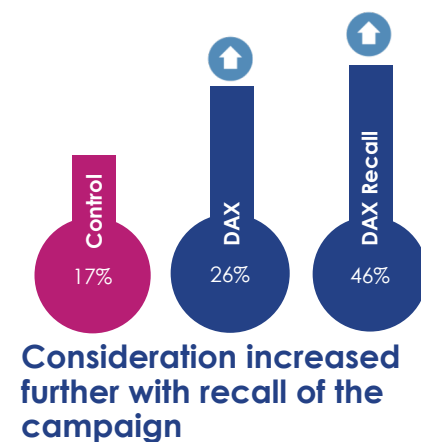


Ad Awareness

Strong level of campaign cut-through



Brand consideration



Consideration increased further with recall of the campaign

(Base: All respondents. Control sample n=250, DAX n=300, DAX Recall n=63)

Call to action

The DAX campaign drove positive action

(Base: DAX recall, n=63)

