

Case Study

How Toyota used programmatic OOH to give hybrid car sales a huge boost



The Background

Toyota needed to put out a wide-reaching message to raise awareness on its hybrid vehicles in Turkey, a market that had been slower than others to adopt the new technology. So it turned to the broadest reach medium there is: out of home (OOH). But Toyota also wanted to introduce targeting to customize creative, reach its intended audience and maximize media spend.

The Solution

Through its agency, Universal McCann, Toyota Turkey teamed up with local digital OOH supply side platform Awarion and European programmatic platform Platform161 to make its campaign messaging dynamic, targeted and relevant to the consumer.

Awarion works with 300+ digital out of home screens in Turkey to make billboard inventory targetable and dynamic, and partners with Platform161's demand side platform to execute those buys.

The campaign, which ran on roadside digital billboards in Istanbul, used real-time data feeds around traffic patterns, fuel consumption, noise levels and even currency exchange rates to trigger dynamic creative. The data allowed Toyota to display relevant creative messages while highlighting the unique features of the hybrid engine.

When there was a traffic jam, for example, Toyota displayed a traffic map while highlighting the hybrid motor's low fuel consumption capabilities. Or when there was an excess of noisy vehicles on the road, it would display the current street noise level while talking about the hybrid engine's low noise advantage. In September, when the Turkish Lira was particularly volatile currency exchange rates were a particularly popular topic of conversation, Toyota's creative displayed real-time exchange rates, while highlighting the economic advantages of the hybrid car.

The campaign also used some audience data to send push notifications to drivers highly likely to be across the street from a billboard running Toyota creative.

The Results

In November, after the campaign ran, Toyota saw a **44% year over year increase** in hybrid motor sales in Turkey, making it the highest selling car in the country according to the Turkish Automotive Distributors Association.

Overall, Toyota bought **3,290** spots across five high-impact screens.

Because of the campaign's success, Toyota Turkey will allocate **25%** of its budget to programmatic out of home campaigns moving forward.

87% of the slots bought were during predictable rush hours, while the remaining **13%** were bought during unexpected high car traffic times, which would have been impossible to activate any other way than using programmatic.

- **44%** year over year increase in hybrid motor sales
- Made Toyota the highest selling car in the country
- Convinced agency to commit **25%** of future spend to programmatic OOH

- On listing live exchange rates in the creative:
 - “With this technology, we were able to find a link with the current situation, what people [were] talking about and our message. If you’re able to do it with the right data, it’s even more attractive.”
 - “Programmatic helped us be different and attract the attention of customers.”
 - “It’s the most effective usage of outdoor... From now on, we always prefer outdoor advertisements to be programmatic.”
- Murat Guney,
marketing communications manager, at Toyota in Turkey.

