

NISSAN

To capture the attention of their target audience, Nissan leveraged augmented reality in combination with newspaper ads to build an interactive experience that showcased the features of their new Nissan Altima.

OBJECTIVE

Nissan set out to use newspaper advertising in conjunction with augmented reality to increase the number of test drives for their new Nissan Altima. They also aimed to increase customer engagement and boost overall sales.

METHODOLOGY

Nissan worked with Layar, an augmented reality provider, and newspaper mastheads such as Toronto Star and National Post to create a series of ads that bring print to life.

The ads ranged from banners to full-page spreads, with the banners featuring on every page in the newspaper highlighting different aspects of the Altima. The full-page ads were created for readers to have an interactive experience. These ads showed an image of the car and a message telling readers to download the app on their smartphones or tablets.

Once downloaded, readers could hover their device over the ad and exclusive videos of the car alongside information such as the car's performance, interior, its safety shield and technology were revealed. Readers were then encouraged to share their experience on social media and book a test drive.



“More and more we see brands and publishers using this technology to infuse their print products with the power of the internet.”

Quintin Schevernels, CEO of Layar.

65%

increase in
test drives

42%

click through
rate



“By engaging readers through their smartphones, Nissan’s print advertisements produced substantial results for their business.”

Quintin Schevernels, CEO of Layar.

RESULTS

Test drives for the new Nissan Altima increased by 65% after the interactive campaign was implemented. Consumers were intrigued by this innovative strategy as the campaign gained over 8 million readers in just one day, with a 42% click through rate.

The campaign also received recognition and won at the Canadian Media Innovation Awards.

CONCLUSION

This campaign used the strengths of print marketing in combination with digital to create consumer intrigue and hype. Not only was Nissan able to inspire ad readership, the campaign also created a memorable experience with its interactive capabilities.

The collaborative teams of Nissan and major newspapers have leveraged the power of print, successfully boosting the number of test drives and Nissan Altima sales. Nissan proved that utilising a multi-channel approach, incorporating both print and digital media is a powerful way to engage consumers.