

Case Study



Nissan Infiniti Test Drive



INFINITI.

Inspired Performance™

الرسـتـماني
AWR OSTAMANI
Arabian Automobiles

The local Nissan dealer in UAE (Arabian Automobile) has launched a test drive opportunity for its luxury brand (Nissan Infiniti). The initiative is aimed at bringing its Nissan Infiniti brand directly to consumers to raise awareness about the brand's new 2011 lineup and encourage people to submit requests for test drives.

Campaign Objectives

1. Create brand awareness about the new Infiniti car series across UAE.
2. Offer a test drive opportunity for interested customers in UAE to increase sales and purchase opportunities.

Duration

Two Weeks

Measurements

1. Daily measurements of Click through rate.
2. Daily measurements of registered customers for test drive through Infiniti Test drive mobile form that has been developed, maintained and hosted by AdFalcon.

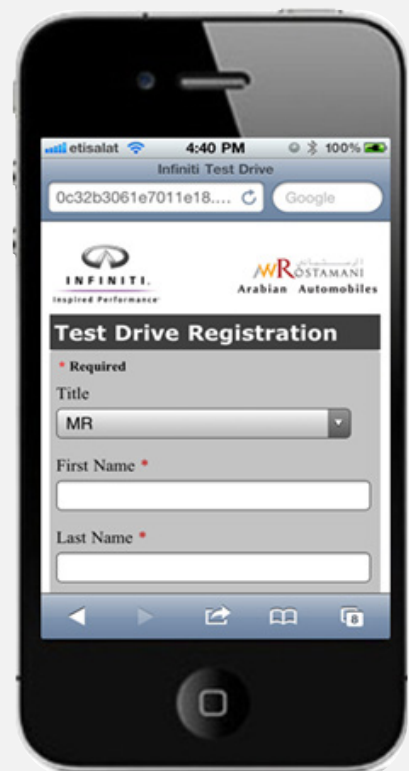
How it Worked

Nissan Infiniti banners were served atop premium mobile Apps and Sites in UAE targeting smart phone users. Users clicked on the banners and were taken straight through to the mobile registration landing page.

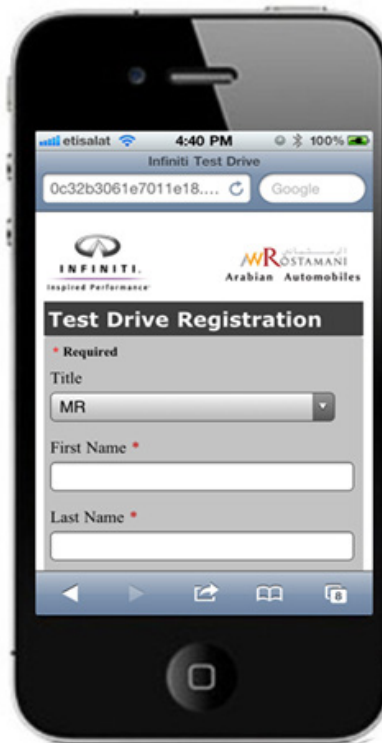
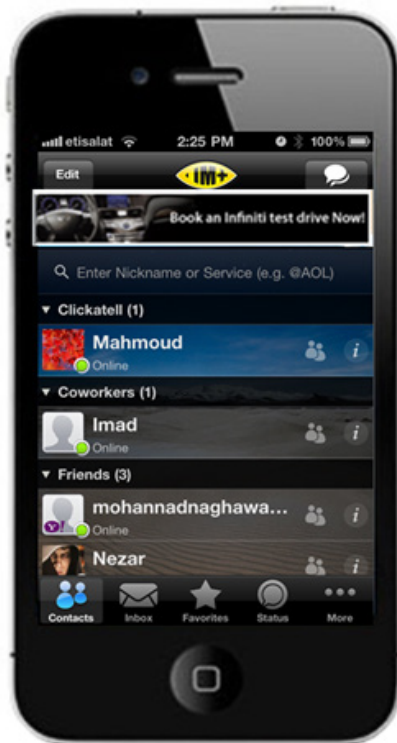
Once interested users filled-in the mobile registration form a new sales lead has been registered with all details and accessed by Nissan Infiniti sales team every 24 hours.

The mobile registration form had the following important information:

1. First and last name.
2. Mobile number.
3. Email address.
4. Car model (G Sedan, G group, FX, EX...etc.).



The image shows a mobile phone screen displaying a registration form. At the top, the status bar shows 'etisalat', signal strength, Wi-Fi, time '4:40 PM', and battery '100%'. Below the status bar, the browser address bar shows '0c32b3061e7011e18...' and a 'Google' search button. The page header features the 'INFINITI' logo with the tagline 'Inspired Performance' and the 'MR ROSTAMANI Arabian Automobiles' logo. The main heading is 'Test Drive Registration'. Below this, there is a section for 'Required' information. The 'Title' field is a dropdown menu with 'MR' selected. The 'First Name' and 'Last Name' fields are empty text input boxes. At the bottom of the screen, the iOS-style navigation bar is visible with back, forward, home, and search icons.



Screenshots