

# Case Study



## Nuqul Automotive: Volkswagen Touareg



NA NUQUL | AUTOMOTIVE  
SERVICE REDEFINED

Nuqul Automotive, with its comprehensive range of the best car labels in the world and premier car services, is surely one of Jordan's leading automotive retailers. Nuqul Automotive puts customers first with its unique range of reputable car maker brands and a service level aimed at achieving the utmost customer satisfaction and world class standards.

Nuqul Automotive wanted to introduce the new and revamped Volkswagen Touareg to the Jordanian market in a novel and unconventional method, on top of the usual advertising routes. The aim of the campaign is to make respective audiences aware of the features and capabilities of the new Touareg in a more intimate way than conventional methods.

## Campaign Objectives

1. Introduce the new VW Touareg to the audience and give them a new level of interaction.
2. Create sale opportunities for the Touareg in the Jordanian market.
3. Showcase Nuqul's dedication to customer care.

## Duration

Three Weeks

## Measurements

1. Daily measurements of Click through rate for the banner and the interactive rich media ads which were designed, developed, and maintained by AdFalcon.
2. Number of users filling a request for a call back from customer services to get more information about the care and arrange a test drive.

# How it Worked

AdFalcon's team designed state of the art mobile rich media ads to cater for the campaign's objectives and provide the required level of engagement.

AdFalcon employed its unique expertise to enhance the user's experience across all platforms. For this campaign, we have created two types of mobile ads:

1. A standard display ad (which is compatible with 99% of the handsets in the market place)
2. An interactive rich media ad ( that works on all HTML 5 enabled handsets)

AdFalcon served the mobile ads across the top ranking premium mobile apps and sites in Jordan to provide the maximum local reach and engagement.

The minute a user clicks on the mobile interactive banners, they will be transported to an engaging mobile experience that depicts the offering and promotion.

From there the user can navigate through the service offering and delve into its details; prices, service, overview, features, or even have the company contact them by filling and submitting a request form for an up-close inspection of the car and its features.





Number of impressions during 3 weeks

+12,000,000



Number of consumers reached throughout the campaign period

16,666



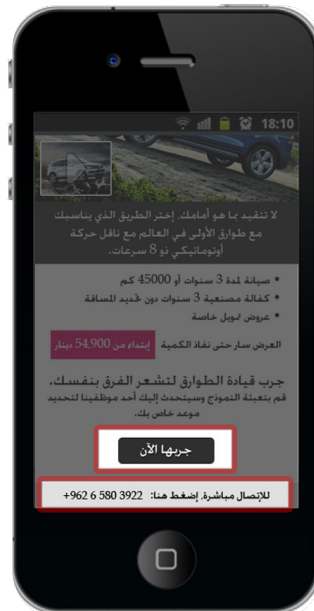
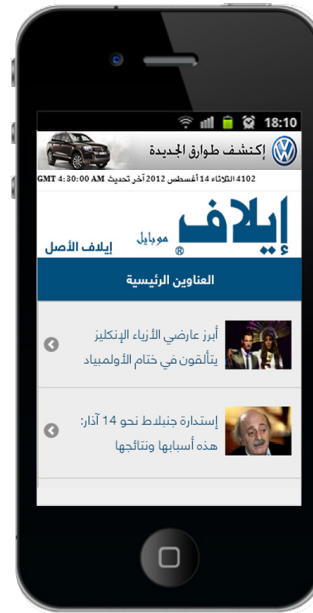
Highest CTR achieved throughout the campaign

0.18%



Leads received

70



Screenshots