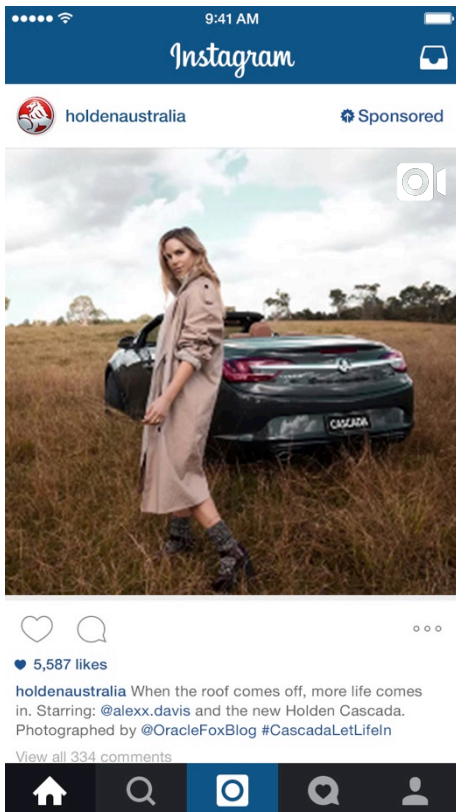




Creativity in Motion

Iconic Australian company Holden became the first auto brand to use cinemagraphs on Instagram. By collaborating with fashion forward influencers to create content, Holden drove a significant lift in ad recall, brand awareness and favorability.



lift in ad recall



lift in brand awareness



lift in favorability among 35 to 44-year-olds

STORY

An engine of innovation

Holden has been on the road with Australians for longer than any other car brand. Its history dates back more than 150 years. This has given the company a unique understanding of people's driving needs across the country and internationally.

GOAL

Fuelling imaginations

For the launch of its new model Cascada, Holden wanted to engage style conscious and progressive 25 to 44-year-old women. It aimed to highlight the fashionable features of the Cascada and encourage this group to consider Holden as a brand for their lifestyle.

SOLUTION

Shifting gear

To ensure its campaign would resonate with a discerning audience, Holden executed a carefully planned content strategy. In addition to tapping into existing above the line partnerships and encouraging the community to generate organic content, Holden collaborated with relevant influencers to create a series of Instagram sponsored posts.

Holden partnered brand ambassador Alex Davis with creative director and blogger Amanda Shadforth of @oraclefoxblog. Together, they shot a series of editorial style cinemagraphs that highlighted the fashionable elements of the Cascada. With elegant styling and subtle movement, the cinemagraphs blended naturally into the feeds of Holden's target audience.

“ This campaign represented a major shift in Holden's strategic direction, so it's exciting to see such strong results. It proves that when captivating creative and the right influencers are used, Instagram has the ability to drive strong brand outcomes. ”

Bianca Mundy
Senior Advertising & Communications
Manager
GM Holden

The campaign successfully positioned the new Cascada as synonymous with style as well as driving lifts in key brand metrics; ad recall, brand awareness and favorability.