



## Land Rover's association with The Age and Sydney Morning Herald iPad apps helps increase the overall appeal of Land Rover

Land Rover has had a longstanding partnership with *The Age* and *Sydney Morning Herald* iPad apps due to their strength in reaching a hard to reach premium audience that places an importance on quality. Through its continuous presence via innovative full page ad executions, Land Rover is generating strong ad memories, and increasing the overall appeal of Land Rover, both in brand appeal as well as positive perceptions, particularly around quality.

### Campaign objectives:

- » To drive positive attitudes towards Land Rover as a result of their association with *The Age* and *Sydney Morning Herald* iPad apps
- » To drive advertising recall
- » To promote Land Rover as a high quality, sophisticated and innovative brand

### Campaign period

Ongoing presence on *The Age* and *Sydney Morning Herald* iPad apps

### Target Audience

High income earners aged 35-54 years who intend to take a short or long trip in the next 12 months

### Research Methodology:

An invitation to complete an online survey was launched via site intercept methodology on *The Age* and *Sydney Morning Herald* iPad apps (n=483)

### Creative Execution:

The Land Rover campaign was executed as full page ads across *The Age* and *Sydney Morning Herald* iPad apps, with a constant 'always on' 10% share of voice presence throughout the year.





## Land Rover's high-impact iPad app advertising executions meet campaign objectives of driving advertising recall and shifting positive brand perceptions



### The Results

- » Overall, the Land Rover campaign is seen as a perfect fit with *The Age* and *Sydney Morning Herald* iPad apps, with majority (93%) of visitors agreeing that it is very or somewhat appropriate for Land Rover to associate itself with the iPad apps
- » The campaign is highly effective in driving advertising recall, specifically when compared to Global Norms, with ad awareness at 67% (12% significantly higher than Global Norms for online advertising)
- » Land Rover's presence on the iPad apps has had a positive impact on the brand, with a quarter (23%) of visitors claiming that Land Rover's association with *The Age* and *Sydney Morning Herald* iPad apps has increased the overall appeal of the brand
- » As well as increasing brand appeal, Land Rover's association with *The Age* / SMH iPad apps has also driven other positive perceptions, particularly about the brand being seen as quality, sophisticated and innovative

Source: Dynamic Logic Land Rover Custom Research April 2014

A good association for both. Quality, dependable, reliable and distinctive versus competitors.

Makes me want one, because to advertise in the SMH, it is top quality.

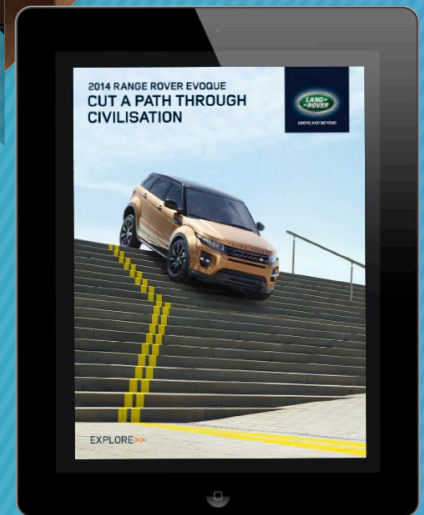
I like that two well known and respected brands are supporting each other.

**For more information please contact your Fairfax Media representative**





## High quality creative that outperformed Global Norms attributed to the success of the Land Rover campaign



### The Results

- » One of the reasons for the campaign's success, was the high quality creative which iPad app users openly expressed their appreciation for
- » The ad is generally well liked and encouraging viewers to stop and look at the ad rather than immediately closing it, outperforming Global Norms in terms of 'Likeability' and 'Stop & Look' (scores of 52% and 44% respectively)
- » The Land Rover creative is clearly branded, performing significantly better on this metric when compared to online ads studied globally
- » The creative is communicating a believable message and is doing well to make Land Rover stand out from other SUV's, with both of these creative response metrics significantly outperforming Global Norms (72% agree that the ad is 'believable' and 48% agree that it is 'different')

Source: Dynamic Logic Advertising Land Rover Custom Research April 2014

Noted the high quality ads and I like them.

It is a classy car. Good graphics make it appealing.

It's a good looking car!

Exciting vehicle, love this ad.

**For more information please contact your Fairfax Media representative**