

THE TAMIs

Ireland's TV
PLANNING 
Awards

Winner: Best Use of Innovation





About GoCar

- Ireland's number one car sharing service
- Operating predominantly in Dublin but also in other regions
- Members book cars online or via GoCar app
- Pay as you go system
- Attractive and affordable alternative to car ownership
- Competing directly with all modes of public transport

GoCar's media messaging was supported with light social, digital display, search & radio activity and they wanted to further increase brand awareness.



Objectives

GoCar needed to think smarter about how to reach the right audience with the right message on a limited budget.

Campaign Objectives

- Raise general awareness & understanding of how GoCar works
- Position GoCar as an attractive alternative to car ownership
- Drive traffic to GoCar website
- Increase sign-ups to the GoCar website



The Solution

With TV being the most effective awareness driver, GoCar identified AdSmart as the perfect solution.

Campaign Solution

- Targeted TV – Dublin only campaign
- Further ability to target by lifestyle type
- Accessible within budget constraints





The Plan

GoCar worked closely with Open Communications & Sky Media to identify audience attributes to target with this unique car sharing proposition.

Kantar TGI Target Group

- ✓ Aged 25-44
- ✓ Have a full driver's license
- ✓ Travel to work by bus, car or train
- ✓ Don't own a car
- ✓ Spend 1-2 hours in a taxi per week

This TGI group was matched with Experian Mosaic data within TGI to identify the best audience to overlay with the regional targeting.

GoCar



Campaign

20 Jun – 31 Jul 2018



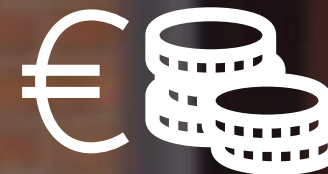
Sky Households

Experian Mosaic;
Established Elites,
Upwardly Mobile, City
Centre Mix, Struggling
Society, Careers & Kids,
Young & Mortgaged &
Better Off Greys



Location

Dublin



Budget

€10k



22



The Results

Results evaluated by independent research agency BDCR Continental, across a web survey of 814 Sky customers.

Campaign Results

+71%

Prompted recall
of creative

+33%

Spontaneous
brand awareness

400+

Sign ups to Website
& Downloads of App

+100%

Spontaneous usage
consideration

+50%

Visited the Go Car
website

+100%

Recommended Go Car to
friends / family / colleagues



Client Involvement

GoCar worked closely with Open Communications and Sky Media to identify and create the desired target group for their business. GoCar where also heavily involved in the structure & wording of the campaign evaluation survey.

“GoCar wanted to increase awareness and membership, although with a limited budget it found it difficult to access any offline channels. Digital channels were delivering well, but GoCar felt additional channels were required to give a more in-depth insight into how the service worked. We saw a significant lift in website visits and sign-ups during the AdSmart campaign with roughly 400 sign-ups being attributed to the campaign, a strong return-on-investment for the campaign cost.”

Daragh Genockey, Sales & Operations Manager, GoCar