

PSA GROUP

Awards Season Sponsorship - 2019

Background

- Historically, the first quarter of the year is very important and competitive for brands in the motor sector with the majority running advertising and looking to capitalise during this key sales period. Brands face a challenge to ensure messaging cuts through and resonates with audiences at a very cluttered time of year.
- PSA Group (Citroen, DS and Peugeot) was looking for opportunities that would deliver positive impact amongst its target audience of affluent adults and provide the opportunity for longer brand storytelling compared to other AV channels – with the ultimate aim of increasing model awareness and consideration.

Plan

- ‘Awards Season’ was the perfect fit for PSA, running from January to March it provided the opportunity for PSA to engage with upmarket audiences and align its three key brands with the highest quality content on the big screen in the lead up to the Oscars and BAFTAs.
- PSA Group bought the Gold Spot (the most prestigious spot in the reel) in a selection of Oscar and BAFTA contenders including *Stan & Ollie*, *Green Book*, *The Favourite* and *Vice*.
- Utilising the full selection of films bought across the period PSA Group decided to rotate copy and advertise a series of different models – the new Citroen C5 Aircross SUV, the DS 7 CROSSBACK and the all-new PEUGEOT 508 FASTBACK.

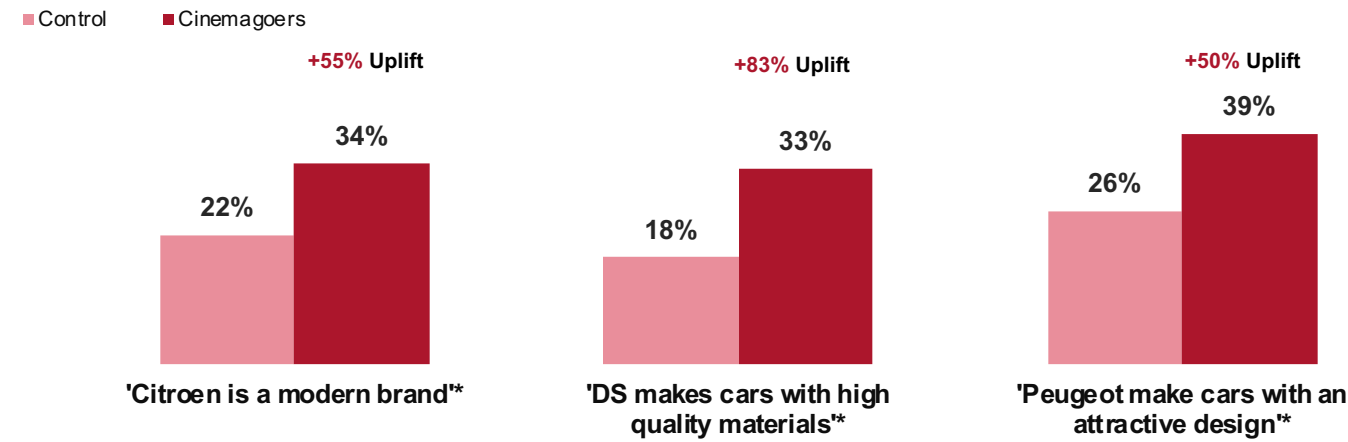


Campaign Details

Sector	Motors
Target Audience	ABC1 35+
Package	Awards Season Gold Spot
Media Agency	MediaCom
Duration	60"

PSA GROUP

Awards Season - 2019



Model Awareness¹
+95% uplift

Model Consideration²
+112% uplift



Significant uplift in brand positivity:
Cinema exposed respondents are on average **17% more likely** (vs. control) to agree that the **campaign has left them with a better impression of the three PSA Group brands.**



Driving key brand perceptions further:
The cinema campaign helped increase **perceptions of reliability** for both **Citroen (+33%) and Peugeot (+42%)** and **DS** were more likely to be perceived as **making distinctive cars (+28%)** as a result of exposure to the ad in cinema.



Significant uplift in brand consideration for all three brands advertised:
Exposure to the campaign in the impactful cinema environment has led to **increases in consideration for all three PSA Group brands – Citroen (+68%), DS (+72%) and Peugeot (+25%).**

Summary

Aligning its brands with the high quality content of 'Awards Season' helped PSA Group deliver significant additional impact at a key time of year across its three major brands. Exposure to the ads in the uniquely engaging cinema environment led to increases in brand positivity and most importantly model awareness and consideration.

