

CASE STUDY DEMONSTRATING THE POWER OF FREQUENCY



The Challenge

One of people's biggest fears of electric vehicles is being electrocuted. This is the challenge that was faced by ad agency John Street as they helped their client, Mitsubishi, plan its launch of a new, all-electric car.



The Objective

The car would not be positioned as a green – as this would be limiting. One of the goals was to have a broad reach across demographics. The message would focus on the car's design both its look as well its electric power.



The Plan

To reach across demographics, newspapers were chosen as the key media to deliver the ad campaign. In addition, newspapers are both a visually-driven medium as well as appropriate for delivering a copy message. Both of these were used in the campaign. Strong headlines were used in smaller ads. Larger ads also incorporated further copy to make key points such as zero emissions, mileage until recharge and being more economical. All the ads featured the car and also the website address to drive traffic to it.

This is a truly innovative product so we needed to present it in an innovative way. We really wanted to make it fun, and people have responded by going beyond the ads to learn about the vehicle.

- Ian Brooks, Group Account Director at John St.



The Creative

The creative would address the electricity fear head on. Rather than be super-serious, the advertising would poke fun at the electricity issue. A new phobia, electriphobia, was created as well as a website offering help to overcome - electriphobia.com - where various concerns were addressed such as how to fill up an electric car or where the tailpipe is.

For more information, go to www.newsmediacanada.ca

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The Results

Totum Research undertook a study to determine the impact of the advertising. It found that the newspaper advertising was very effective especially for those that were exposed to the message more often.



The ads helped Canadians overcome their concerns about electric cars. The chart shows that the more messages were received, the better Canadians felt.

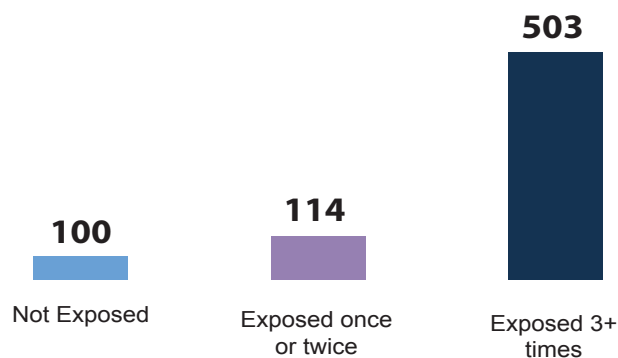


All the Mitsubishi ads showed the car. Newspaper readers responded very positively to this indicating it looked sleek. It is not surprising that, on this factor, response jumped almost immediately.

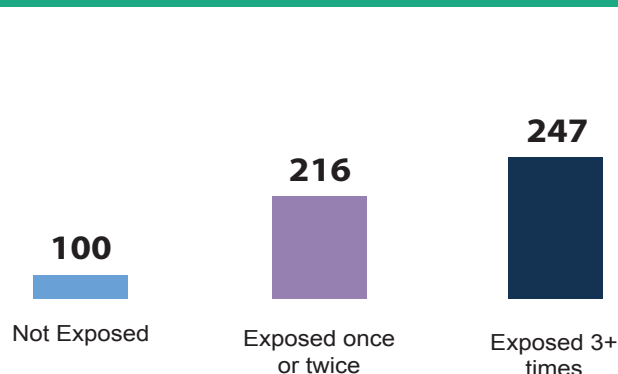


Finally, and most importantly, newspaper ad readers indicated that would choose to buy a Mitsubishi i-MiEV.

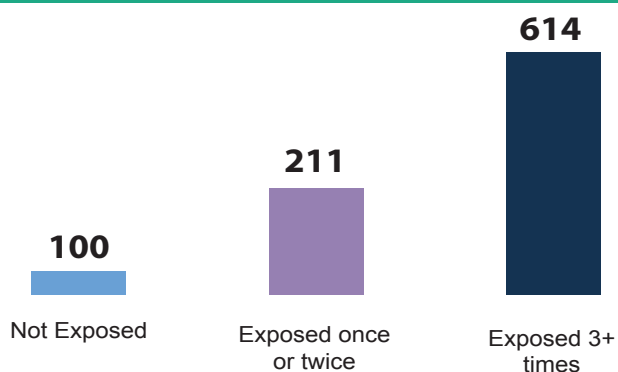
Believe Mitsubishi i-MiEV helps me overcome my concerns about electric cars



Believe Mitsubishi i-MiEV is a sleek looking car



Would choose Mitsubishi i-MiEV if buying an electric car soon



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