

# WHEN SEAT OUTDISTANCED EXPECTATIONS

## MARKETING OBJECTIVE

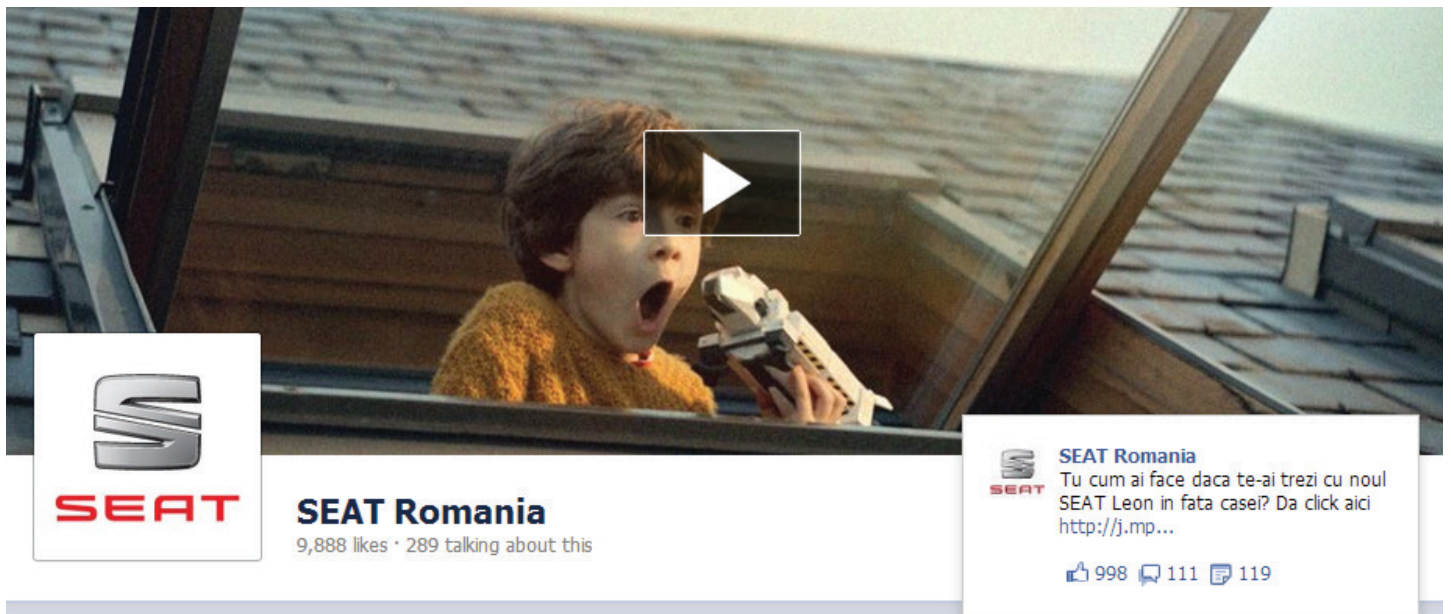
SEAT Romania wanted to drive **massive awareness** for its “Leon” model, while at the same time involving customers and fostering **high engagement** through an interactive Facebook app that was challenging fans to admit their driver personality.

In a nutshell, users had to identify what type of driver they are: “The one who helps friends in need”, “the know-it-all driver” or maybe the “nanny driver”? Then, friends would tell the “truth” and, based on their “verdict”, participants could win a 3-day test drive with the new SEAT Leon SC.

## SOLUTION

ThinkDigital Romania & Media Planning Group chose **Log Out Experience** as the ideal ad format because it would give them the opportunity to...

- ...achieve great reach, within a 24-hour period, targeting almost 50% of daily active users on Facebook.
- ...showcase a Leon video to over 1.5m fans in the largest format available on Facebook.
- ...tease users to engage with the Facebook app, with the phrase “what would do if you woke up with the new SEAT Leon in front of your house?”



## RESULTS

### REACH (IN 24 HOURS)

**1.76M**  
UNIQUE USERS

**28%**  
OF THE FACEBOOK  
POPULATION

### ENGAGEMENT (IN 24 HOURS)

**1.44%**  
ENGAGEMENT RATE

**52.244**  
VIDEO PLAYS

## THE QUOTE

“ For SEAT, it was an immense pride and a great opportunity to be the first client in the automotive category that used the newest Premium Format from Facebook. SEAT’s

Log Out ‘Experiment’ delivered results beyond expectations and thus gave us a good enough reason to use this format in our future campaigns. ”

**Elena Apostol,**  
Marketing & Communication Manager, SEAT Romania