

Vauxhall Vans and Football Mania



The Campaign

Background

- Vauxhall Vans sponsored the Daily Mirror's Monday morning football pull out 'Football Mania' for the duration of the 2009/10 football season
- Vauxhall Vans wanted to raise their profile and market share
- Dipsticks Research was commissioned to analyse the effectiveness of this partnership and the creatives used throughout the campaign

Methodology & Sample

Pre wave = 255 completes
Post wave = 250 completes



Drivers

Pre 55%
Post 63%



Owners

Pre 45%
Post 37%



Pre Stage
Post Stage

Combo

60%
59%

Vivaro

49%
52%

Movano

45%
54%

20%

Astra

58%
60%

Corsa

35%
40%

Results
**Good awareness
of Vauxhall
models**

Q4. From this list can you please tell me which vans you have heard of, even if only by name?

**Most well known
Vauxhall vans**

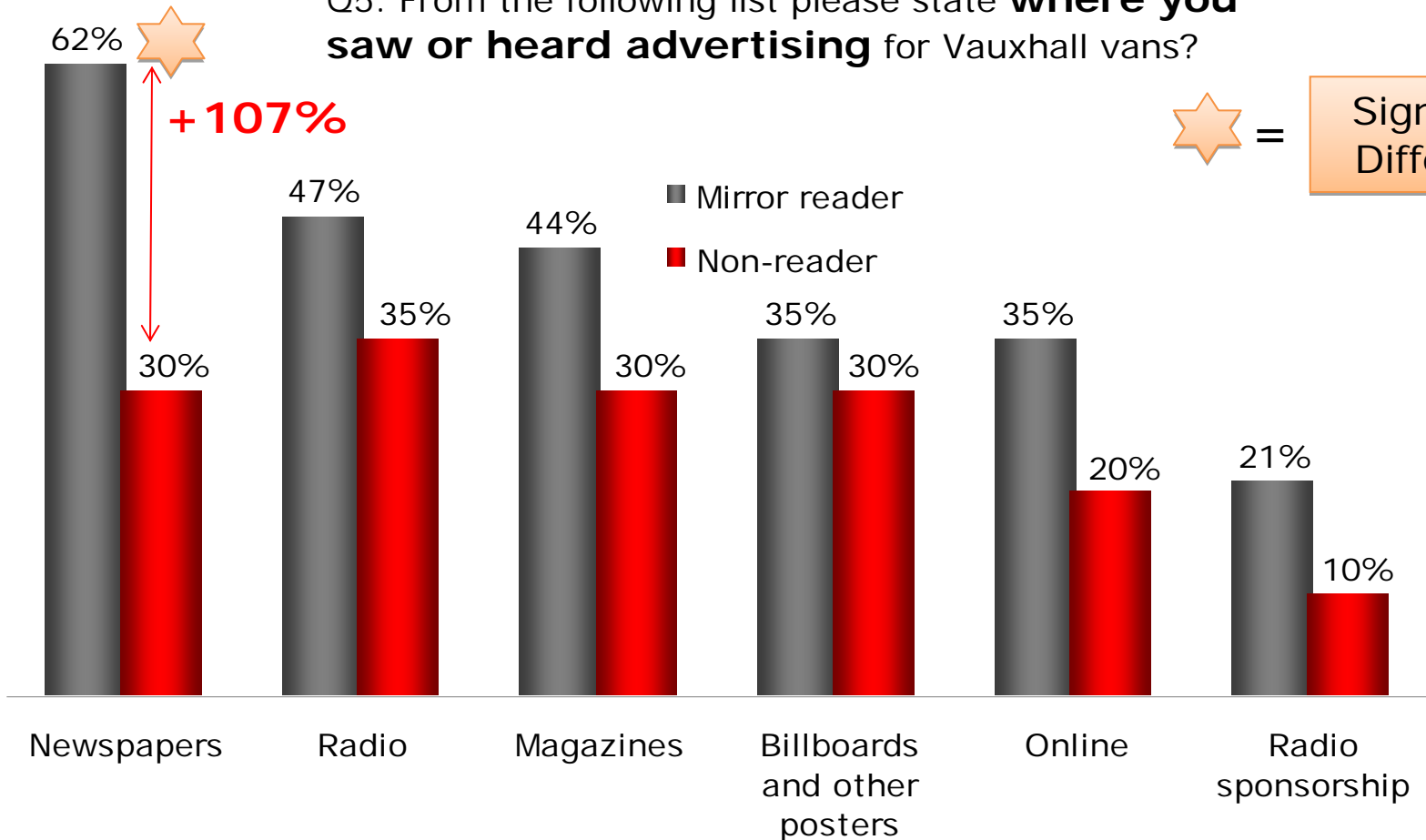
**The largest increase
in awareness**



Results

Good newspaper attribution

Q5. From the following list please state **where you saw or heard advertising** for Vauxhall vans?

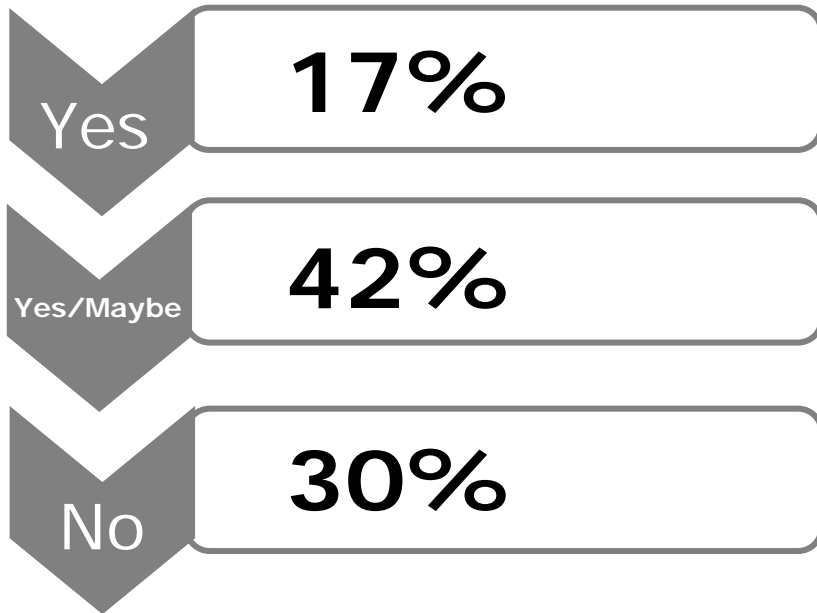


Results

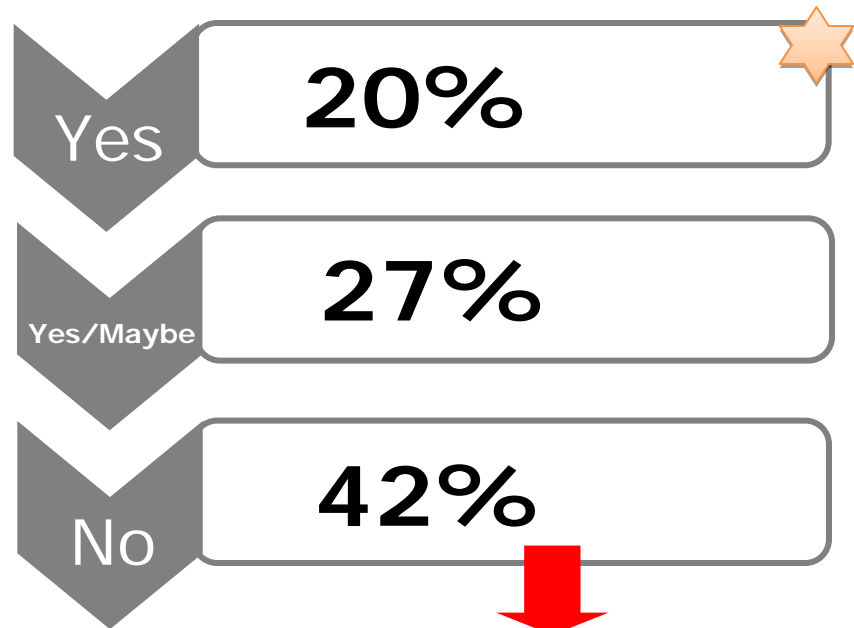
Prompted Advertising awareness

Q14. Have you **seen this advertisement** or one similar previously?
(Football Mania/ www.mirror.co.uk)

Mirror Reader



Mirror.co.uk user



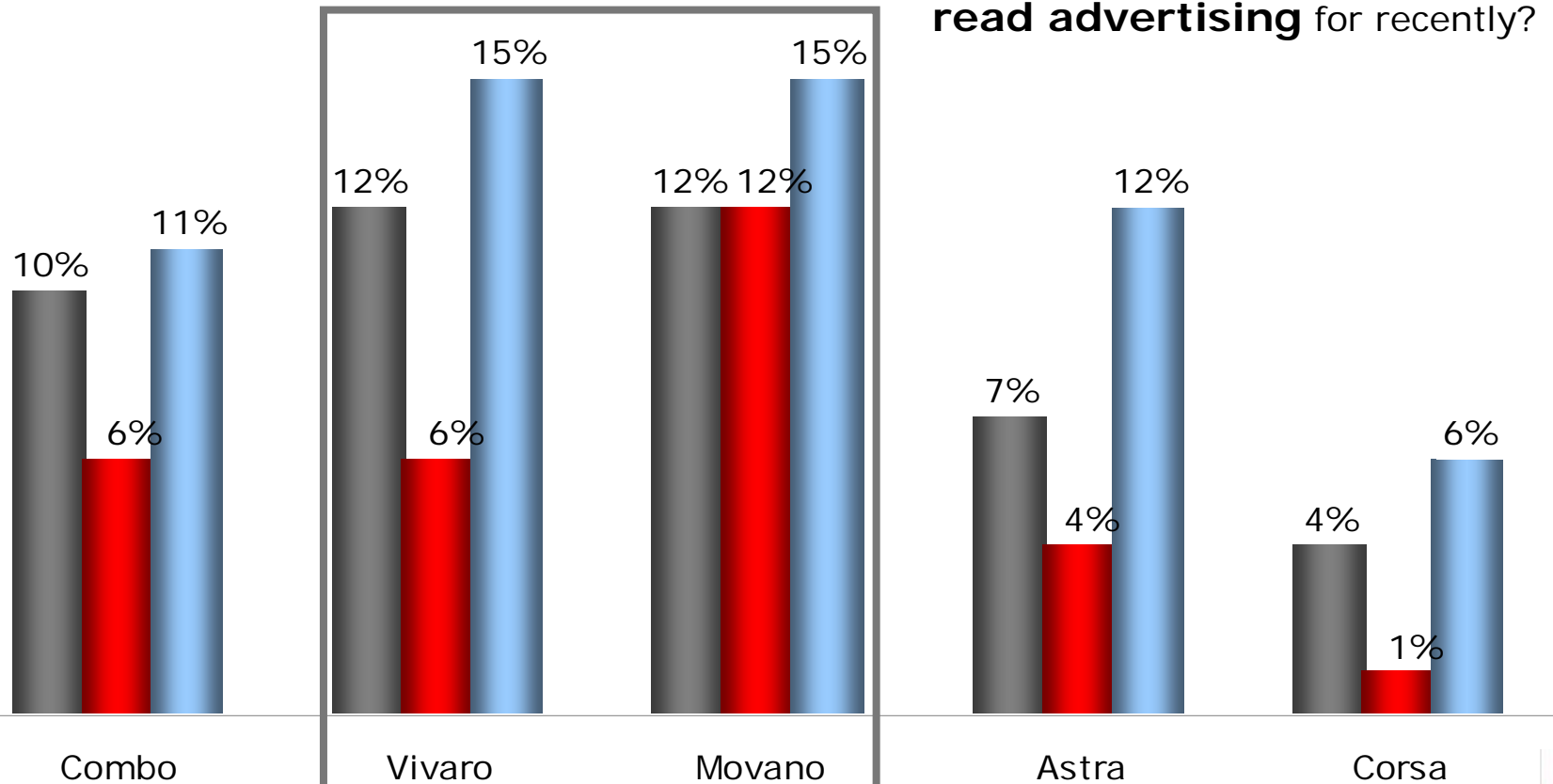
1 in 4 recall online creatives

Results

Advertising awareness

■ Pre ■ Post (Non Reader) ■ Post (Reader)

Q4. Which vans have you **seen, heard** or **read advertising** for recently?

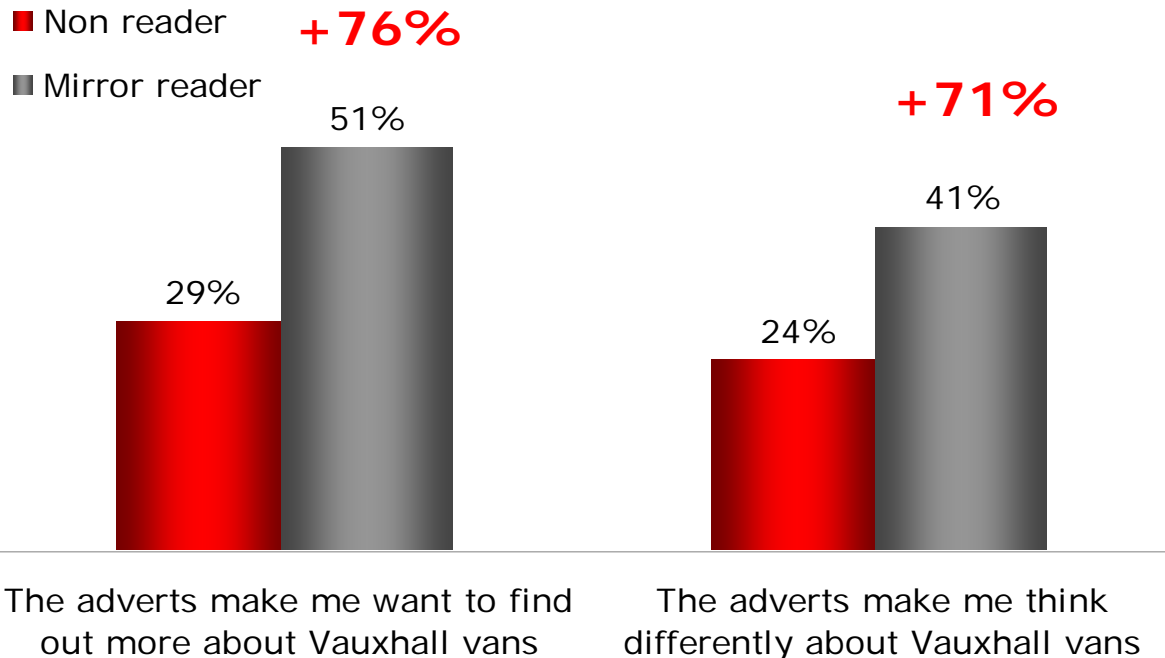


Highest awareness of advertising



Results

Evoking a positive reaction amongst readers



The **online creatives** had the same effect as the press



DMR readers exposed to the online creatives are **95%** more likely than non-readers to want to **find out more** about Vauxhall vans

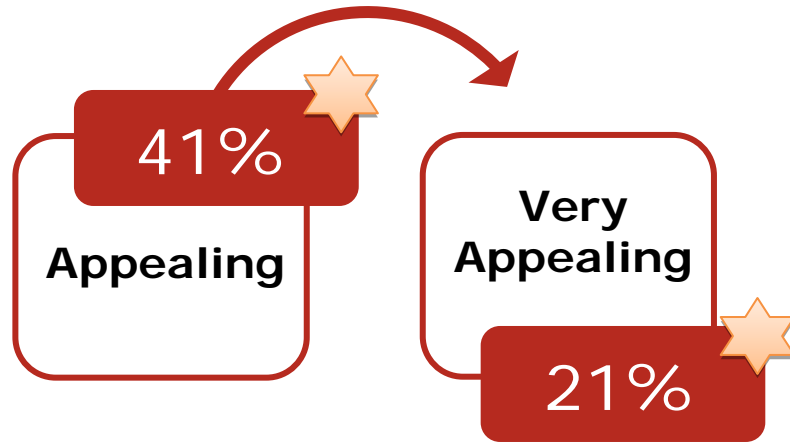
Q12. The adverts [press] make me want to **find out more** about Vauxhall vans; The adverts [press] **make me think differently** about Vauxhall vans



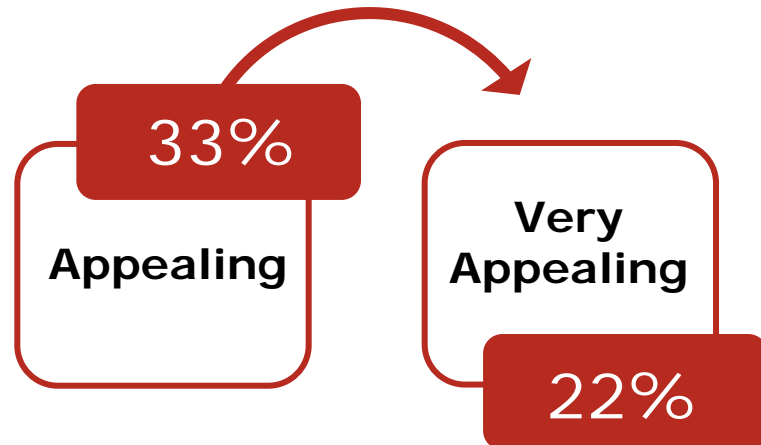
Results

Creative appeal

Mirror readers



Mirror.co.uk users



Almost **two thirds of Mirror readers** felt that the adverts featured in Football Mania were appealing; as did **50% of mirror.co.uk users**



Results Generating Action

Q13. After viewing the advert (Football Mania), how likely or unlikely are you **to consider purchasing a Vauxhall van** in the future?

Mirror readers are **significantly (92%) more likely** to consider purchasing a Vauxhall van



Mirror Reader

50%

Non-Reader

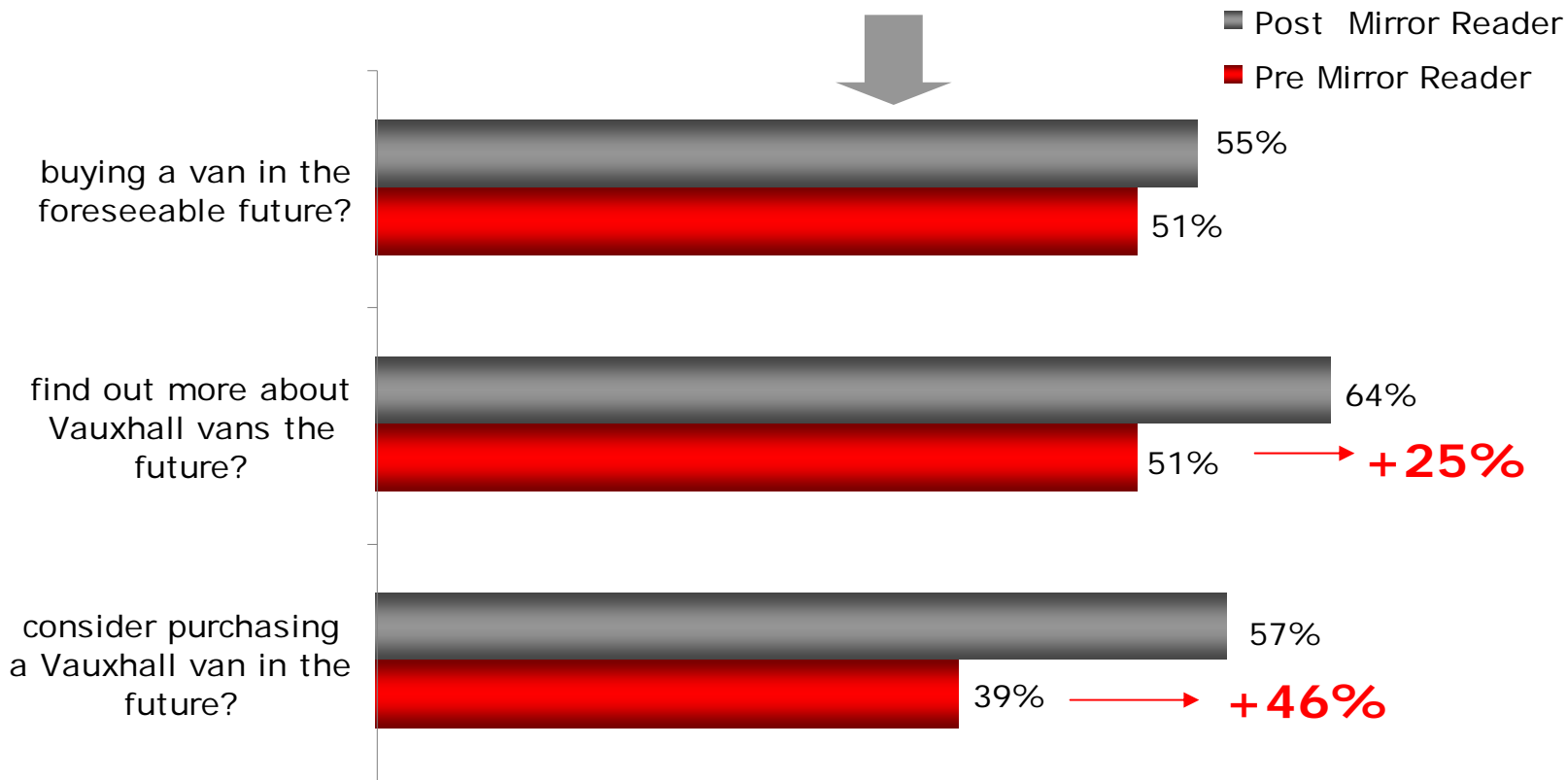
26%



Results

Generating Action

Mirror Mania was the right vehicle to reach the target audience

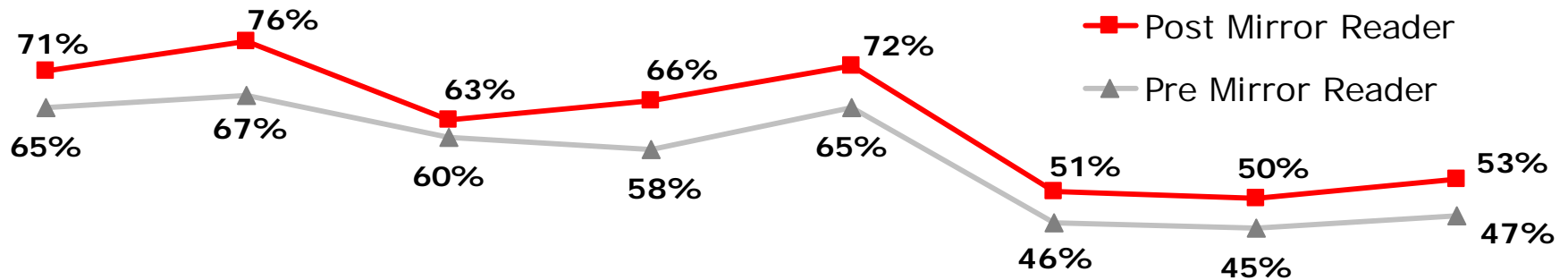


Q8. How likely or unlikely are you to be **buying a van** in the foreseeable future; to **find out more about Vauxhall vans** in the future; to **consider purchasing a Vauxhall van** in the future?

Results

Attitudes towards Vauxhall

Opinions of Vauxhall vans are generally higher at the post wave. Mirror readers at the post stage had most agreement with Vauxhall vans being reliable



Vauxhall vans are...

Reliable

Good quality

Good value for money

Help you do your job well

A serious/dedicated player in the van market

Have low running costs

Show genuine commitment to customer care

It is appropriate for Vauxhall Vans to be associated with football

Conclusions

Awareness

- **1 in 4** readers users recall seeing Vauxhall's advertising on Mirror.co.uk, whilst the advertising triggered some recollection among 47% of DMR readers
- Advertising for the Movano van was particularly successful (in terms of awareness of the brand and also its advertising recognition)

Creative and brand appeal

- Readers are **76% more likely** (95% among Mirror.co.uk users) to want to **find out more** about Vauxhall vans and **71% more likely to think differently** about Vauxhall vans in the future
- Readers and online users alike found the **adverts appealing**

Generating Action

- Both creatives created a positive reaction amongst readers in terms of the way people think of Vauxhall vans and also their consideration – as a result of the campaign readers are **47% more likely** to consider purchase