

A powerful sports partnership drives awareness & engagement



CHALLENGE



With relatively low brand awareness in market, how can we meaningfully educate a mass audience on who 4WDSC are and what products they sell?

SOLUTION



Sponsorship of the most premium property over the summer, The Ashes, enabled 4WDSC to reach the masses, it was also the perfect platform for 4WDSC to drive awareness and position itself as a trusted brand that consumers are ready to engage with.

Cricket fans were encouraged to engage with 4WDSC via a multiplatform consumer promotion, sending fans directly to the 4WDSC website.

EXECUTION

Working with Fox Cricket talent an engaging 5-part series, hosted by Brendan Julian was produced to showcase 4WDSC products and support the campaign, which included premium TVC, Kayo & Digital video buy, sponsorship of the Tea Break and all 4's hit throughout the series. As well as in-game VIZ Squeezebacks featuring products and a consumer promotion that sent the audience directly to the 4WDSC website.



RESULTS

Highlights the strength and relevance of **context & environment**

Demonstrates **the power of Kayo to drive consumers directly to the site** & the value of QR's in campaigns.

Kayo SPORTS
19%
 more engaged while watching The Ashes than FTA viewers

4WD SUPA ACCESSORIES • OUTDOORS
1.7x
 more likely to recall seeing 4WDSC campaign

1 in 10*
 Visitors to 4wdsc.com.au had been exposed on Kayo Sports

+31%
 Higher ratio from direct to search

1.8x
 vs. Adgile benchmark
 Greater volume of actions driven by dual screening