

# How synchronizing TV and online ads helped Nissan to boost brand awareness

The Second Screen is distracting from the commercial break, as the majority of TV viewers reach for their mobile devices when the ads start airing. Despite this, Nissan won back the audience's attention and uplifted the brand awareness at the same time by telling a seamless story across multiple screens. The successful strategy: synchronizing digital ads with the TV commercial's airing.

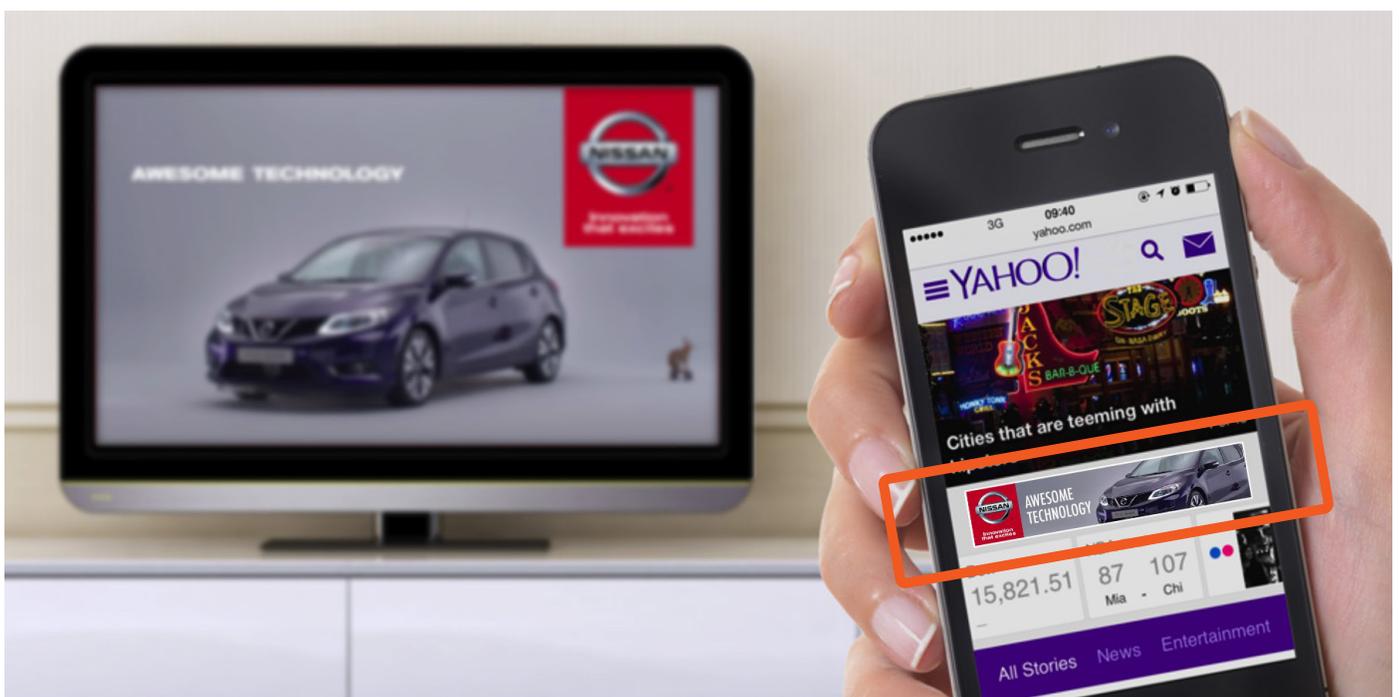
## The challenge: The distracted viewer

With the majority of TV viewers using a Second Screen while watching TV, especially during the commercial breaks, Nissan faced one huge challenge for the introduction of the new Nissan Pulsar launch across Europe: the distracted viewer. The automotive manufacturer found an effective way to take advantage of the Second Screen by using it as an extension to TV and thereby enabling connected storytelling.

## The multi-screen strategy: Synchronizing TV and online

wywy helped Nissan to extend the reach and effectiveness of the Nissan Pulsar launch through complementary multi-screen advertising, building a compelling story across devices.

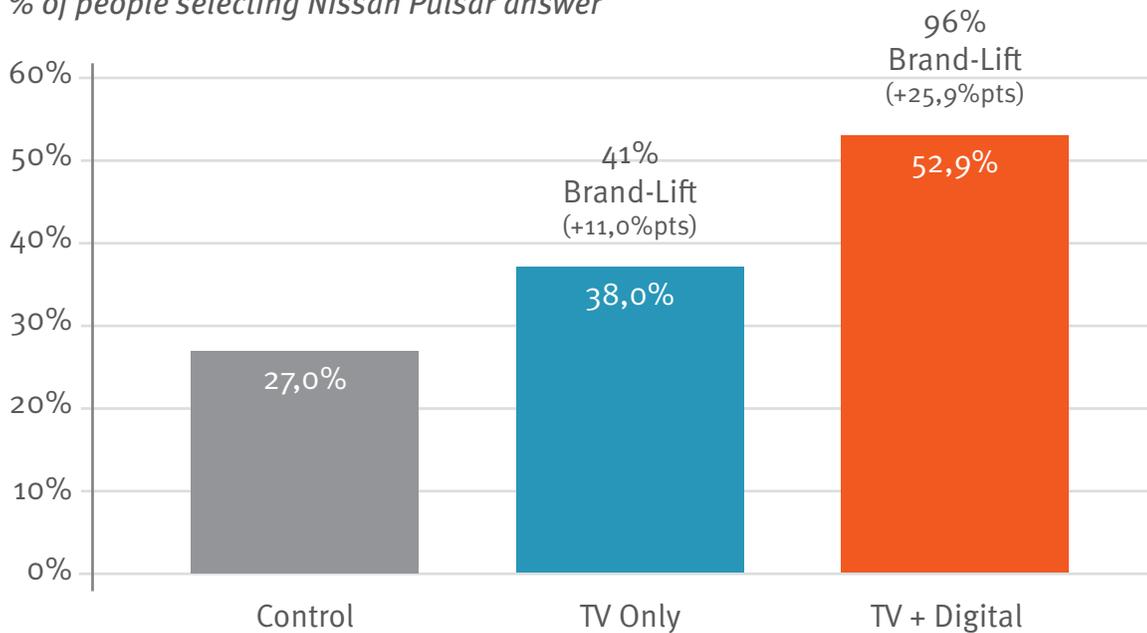
Using wywy's **LiveSync** solution, TV viewers were targeted on the Second Screen with related Nissan Pulsar display, video and Facebook ads at the same moment as the TV ad aired, ensuring that the TV-synced ads recaptured the viewers' attention. This increased brand awareness whilst giving the consumer the opportunity to immediately engage with Nissan.



## The result: TV-syncing almost doubles brand awareness

With the synchronization of TV and online ads, Nissan saw a significant effect on branding impact: TV-only led to a 41% increase in brand awareness, while synced TV and digital ads almost doubled the brand awareness, leading to a 96% uplift. The TV-synced campaign resulted in a 39% brand uplift compared to TV only.

*Q: Which of the following passenger cars have you heard of?  
% of people selecting Nissan Pulsar answer*



## About the Nissan Pulsar campaign

Nissan introduced the new Nissan Pulsar across Europe from October to November 2014. wywy worked together with Nissan, OMD and Digitas to build mass brand awareness of the new model by creating a seamless multi-screen strategy.

The brand awareness was evaluated in a combined UK/French research study of 240 participants by Nielsen, who collected a control sample two weeks prior to the campaign date, followed by an additional study conducted during the first week of the TV campaign. A survey was then run to the TV-only audience. Then during the second week to the TV and digital exposed audience, creating three controlled sample groups.