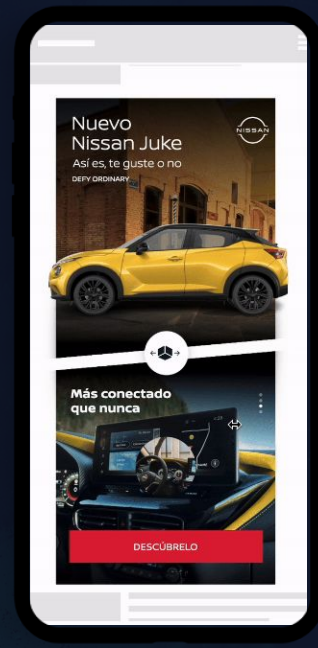




## CASE STUDY

# Nissan leverages Onyx & Brand Studio to elevate the launch of its new Juke model



## Introduction

“ For the launch of our new Nissan Juke, we needed a campaign that would resonate deeply with our target audience - urban drivers who value versatility and bold design. Together with Brand Studio, we worked to capture the dynamic spirit of the Juke with exceptional creatives, while Onyx made sure the message caught the audience's attention.”

– Giancarlo Casaretto, Digital Marketing Specialist, Nissan Iberia

## The Results

**+61%**

attention vs. benchmark  
for HID formats

**8.8x**

CTR vs. objective

**70%**

viewability rate

## The Challenge

Nissan, a prominent figure in the automotive industry, is known for its commitment to innovation and design excellence. With the launch of the new Nissan Juke, the goal was to capture the attention of young urban drivers, a demographic that values modern design and versatility.

The challenge was to create a campaign that not only gained exposure but also deeply engaged the intended audience, ensuring that the Juke's distinct attributes were both seen and appreciated. Having successfully partnered with Outbrain for previous mid- and low-funnel campaigns, Nissan entrusted Onyx and Brand Studio to help create a bold and innovative campaign that captured the distinctive essence of the vehicle.

## The Solution

To effectively convey the bold personality of the Nissan Juke and connect with its audience, the campaign utilized Onyx's High-Impact Display formats. Brand Studio designed two interactive experiences – the "Features Swiper," allowing users to swipe through the Juke's attributes, and the "360 Features," offering a comprehensive, interactive view of the car from every angle. These engaging formats maximized user interaction within Onyx's high-attention placements, effectively highlighting the vehicle's versatility and distinctive design.

Brand Studio's experiences were not only visually compelling but also strategically targeted, using Outbrain's predictive technology to deliver these interactions at the moments when users were most attentive. This integration of bespoke creativity and precise delivery made the campaign particularly effective in capturing and sustaining audience attention, aligning perfectly with the campaign's broader objectives.

## ANALYTICS

Nissan's Juke campaign saw higher interaction rates compared to standard display formats, as well as sustained attention within Onyx's high-attention environments – demonstrated by strong user engagement and click-through rates.

- **Interactive Creatives:** The "Features Swiper" creative drove an impressive engagement rate of **61.28%**, highlighting that users were deeply engaged and interested in exploring the Juke's features further.
- **Designed for Attention:** The High-Impact Display formats exceeded all benchmarks, with the "360 Features" creative holding user attention for an average of **8.51 seconds** and the "Features Swiper" for **6.45 seconds**.
- **Engagement by Interaction:** Users who engaged with the interactive elements, particularly swipes, showed a higher likelihood of continued interaction, contributing to a CTR of **0.88%**. This demonstrated a strong connection between the interactive experience and user intent, driving meaningful engagement.

## Testimonials

“ Thanks to Onyx, we were able to not just capture user attention, but also drive it towards deeper consideration and meaningful engagement, driving a CTR that far exceeded our KPIs. This collaboration demonstrated the effectiveness and significant impact of our advertising strategies in pushing attention toward consideration. This partnership has set a new standard for our campaigns, and we look forward to building on this success.”

- Giancarlo Casaretto, Digital Marketing Specialist, Nissan Iberia

