Innocean Worldwide Europe Scoops Euro Effie for Automotive Campaign

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Innocean Worldwide Europe has recently been awarded a Euro Effie in the automotive category at the Euro Effies Awards in Brussels â€“ winning this category for the second year running.

IWE was chosen from among six other high-profile entries for its â€˜Think Againâ€™ campaign for Hyundaiâ€™s i40, which it launched into five markets from a standing start. During the course of the campaign, IWE challenged consumers to re-evaluate their perceptions about Hyundai, positioning it as a sophisticated and high-quality brand. The integrated campaign featured TV spots, print advertising and tailored online content, leading to a 75 per cent increase in test drive requests. As a result of the campaign, the i40 leapt from zero sales to 3 per cent market share in the Big Five European markets, taking fifth place among its 12 main competitors. The campaign transformed perceptions of the brand, with a 182 per cent increase in consumers seeing Hyundai as a progressive brand, an increase of 185 per cent in those associating it with great design and an increase of 222 per cent in the number associating Hyundai with high quality. The Euro Effies is Europeâ€™s most prestigious marketing award and honours the most effective marketing communication ideas in Europe. Winners must provide evidence of performance against goals, typically exceeding the initial targets. The Euro Effie Awards Gala was held in Brussels on 18th September 2013. Mark Hall, Vice President Marketing, Hyundai Motor Europe said: â€œPerceptions of the Hyundai brand are rightfully changing, and Innoceanâ€™s innovative â€˜Think Againâ€™ accelerated this change. It also raised awareness of the key strengths of our i40 â€“ great design, generous equipment levels and highly efficient engines. â€œInnoceanâ€™s creative thinking was complemented by a tireless work ethic, and this award is due recognition for the campaignâ€™s success. â€œHyundai couldnâ€™t be happier for our partner agency, and weâ looking forward to working them on future campaigns as we continue to shift perceptions of our brand.â€•For more information regarding this article please visit: http://innocean.com/en/ Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group