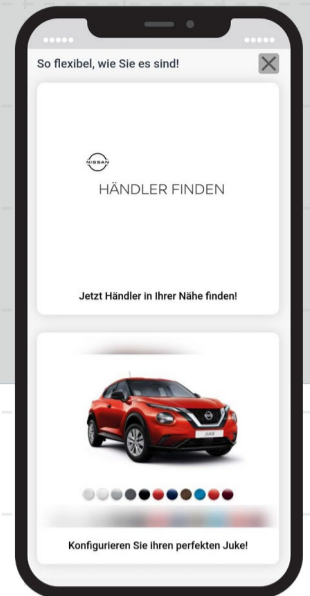




## Nissan leveraged Ogury's exclusive data and impactful formats to drive awareness of its electric vehicle technology and capture robust audience insights



### Situation

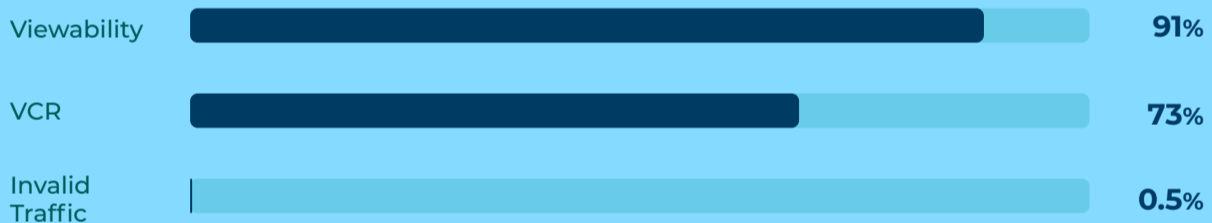
Beyond being one of the world's largest car manufacturers, Nissan United has distinguished itself as the biggest electric vehicle producer since 2018. To prepare for the launch of its exclusive e-POWER technology, the automotive giant needed a reliable media partner that could deliver innovative and dynamic advertising to educate audiences, drive brand recall, and measure perception of its new product.

Nissan United's e-POWER technology is complex and technical, while providing many benefits to consumers. It is also different from most hybrid models. Therefore, it was imperative to deploy a media solution that would showcase the technology and communicate the benefits in a creative way across digital screens.

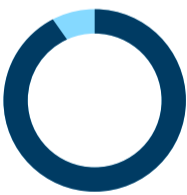
### Ogury Solution

- Ogury created a tailored solution designed to reach Nissan United's KPIs. Leveraging its exclusive data and Personified Advertising, Ogury helped Nissan reach relevant personas most likely to engage with their brand and be interested in the e-POWER technology. Combining this with impactful formats, specifically the multi-format video display, and premium brand-safe publisher inventory, Nissan was guaranteed to effectively engage its audience.
- Ogury also deployed a Brand Perception study to understand consumers' knowledge of its brand and e-POWER technology.

### Results



### Insights



Majority of respondents believe Nissan is a market leader and innovator



Almost half of all respondents were not at all familiar with the e-POWER technology

Due to these results, Ogury's recommendation was to focus on educating consumers on the brand and specifically its e-POWER technology in order to drive awareness and brand association.

**“For the launch of our innovative and exclusive technology, Nissan e-POWER, we wanted to generate awareness and engage our key audience. Ogury was the perfect partner thanks to its breakthrough Personified Advertising. With its non-intrusive approach to gathering market intelligence based on qualitative – not personal – data, we were able to reach users at scale – ensuring the awareness, consideration and memorability of our messaging. The insights we collected about how our new e-POWER technology was perceived in the market will help us successfully set our future strategies and campaigns.”**



**Natàlia Oliva Vila**  
Digital Campaigns  
& Data Analyst  
at Nissan