

CASE STUDY :

STORY SEQUENCING: HOW RENAULT PROMOTED THE NEWEST ALPINE CAR MODEL WITH A SEQUENCED CONTENT STRATEGY.

ALPINE

Products:

Outbrain Amplify
Story Sequencing

Vertical:

- Automotive

Objectives:

- Drive awareness of the launch of a new premium car model amongst a relevant audience
- Reinforce brand awareness
- Feature the high quality attributes of the newest model

Context: Alpine, an iconic Renault sub-brand, launched in 2016 with a new premium sports model. After being off the grid for more than 20 years, the Alpine brand rebuilds its notoriety by launching its newest model to a targeted and relevant audience through a sequenced content strategy.



It is important for our brand to always be at the forefront of innovation and we are therefore very pleased to be the first to test Outbrain's "Story Sequencing". Sequencing content fits well the needs of our industry, where consumers usually want to educate themselves through multiple pieces of content before being ready to purchase. Initial results are promising and we are now looking into how we can use it for broader campaigns."

LAURENT ALIPHAT,
WORLDWIDE HEAD OF MEDIA, GROUP RENAULT

Strategy: Renault's Alpine team and OMD used Outbrain's power of Discovery (75% reach in France) to drive awareness of their positive earned media around the launch of their newest model. Alpine then used the power of Outbrain's Story Sequencing tool to retarget users who engaged with their earned media with bespoke content created for the launch including: articles, photos and videos hosted on their site. Alpine, in true form to its leader status, was the first brand in Europe to use Story Sequencing as part of its content strategy.

Results: Amplifying positive reviews from trusted third parties allowed Renault to positively influence consumers. By then retargeting users with relevant content through Story Sequencing allowed them to engage with a highly qualified audience.



"To support the launch of Alpine, we worked with Outbrain to deploy a two step content strategy: the amplification of earned media to an engaged audience, followed by retargeting a qualified audience base with personalised content on the Alpine website."

CHRISTOPHE MATHON,
DIGITAL GLOBAL DIRECTOR, OMD

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RESULTS

1ST TOUCH POINT The amplification of positive earned media allowed them to identify and engage more than 55.000 users.



Renault: The new Alpine will be
"made in France"
Europe 1

+ 55K VISITS

2ND TOUCH POINT 16% of users who engaged with Alpine's earned media on Outbrain's premium network, went on to click on a content recommendation that took them to the Alpine website, further proving the high value of the pre qualified audience base identified. Results for the second sequence drove an 8 times higher click rate and an average 60 seconds time on site.



The Alpine, like you have never
seen her before.
Alpine vision

16 % PERCENTAGE OF PEOPLE EXPOSED TO THE FIRST PIECE OF CONTENT AND VISITED THE ALPINE VISION SITE

X 8 CLICK RATE WAS 8 TIMES HIGHER ON THE SECOND SEQUENCE

60" AVERAGE TIME SPENT ON SITE

“

“On average we estimate that people read more than 10 pieces of content before reaching the purchasing stage. This is even more so the case in the Automotive industry, where potential buyers are heavily influenced by third party reviews. As such, content is key and Renault uses it expertly. By sequencing its content strategy, Renault was able to strengthen the reputation of its Alpine brand, identifying a qualified audience base, and validate the relevance of its content.”

FLORIAN LE CLERC
Sales Director Brands & Agencies, Outbrain France