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DS AUTOMOBILES



The distinctive values of DS Automobiles

Message

DS Automobiles is a French premium car brand, which stands out in its segment for craftsmanship, exclusivity, luxury, and elegance. The brand combines this with solidity, reliability and durability.

Goals

- Raising awareness of DS Automobiles
- Raising awareness of DS 7 Plug-in hybrid
- Test drive requests (secondary)

How

With a content campaign in which Dutch entrepreneurs are interviewed in France. This positions DS Automobiles as a brand with French finesse, distinguishing itself in terms of craftsmanship, exclusivity, luxury, and elegance. The DS 7 Plug-in hybrid gets special attention in the campaign.

Target groups

- Potential drivers (primary)
- Fleet owners (secondary)

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DS AUTOMOBILES

Travelling is an Art: Visiting enterprising Dutch people with French finesse



Content promise

Out of love for France, these enterprising Dutch people chose to set up their businesses in France. In a DS 7 Plug-in hybrid, we visit these people with French finesse, exuding exactly the feeling of sophistication, highlighting DS's brand values in an inspiring way.

Concept
French finesse

Journalistic approach

- Editorial approach
- Equipped with quality label XTR branded content
- Cross-media concept: online and print
- Real entrepreneurs in France have their say
- Subtle attention for the DS Automobiles brand and the DS 7 Plug-in hybrid
- Recognisable and consistent imagery

XTR branded content

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Online and print



Partner page with all DS Automobiles content bundled together



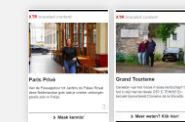
3 x article page on nrc.nl



3 x 1/2 page in NRC Weekend, including digital edition of NRC



Campaign booster via pre-roll in NRC Audio app



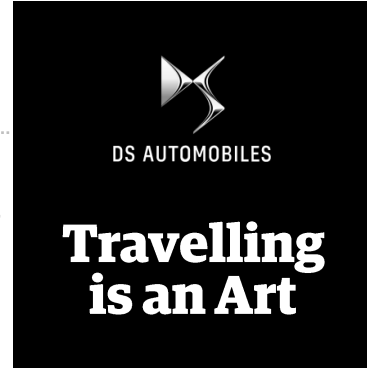
Campaign booster via banner on nrc.nl



Online partnerpage



Article pages



Print pages with qr code



Boosting with banners and pre-rolls

Optimal contentflow

XTR branded content translated the concept *Travelling is an Art* to NRC's various platforms. An interview series of three episodes formed the core of the campaign, which was published online and in print. QR codes invited the target audience to read further and request a test drive. The print episodes were also published in the digital edition. This created an optimal content flow.

XTR branded content

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Increased brand awareness



DS Automobiles' brand awareness among the target group reached has increased by **index 142**. Overall awareness of the DS 7 Plug-in hybrid increased by **index 183**.

Successful message delivery



83%

of those reached find DS Automobiles' content message **clear**

Effective wide use of resources

The campaign opted for a wide range of resources. The results show that this was of added value in achieving the results. All channels contributed to the success of the campaign; The NRC user was reached across the board through this resource mix.



30%

of podcast users have heard the **pre-roll**



21%

of users have seen the **campaign online**



17%

of users have seen the **campaign in print**



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**Of those reached,
58% are
interested in DS
Automobiles**

compared to 31% of
non-reached



**Of those reached,
60% are
considering a DS 7
Plug-in hybrid**

compared to 23% of
non-reached



**73% intend to
visit the DS
Automobiles
website**

Improved attitude towards DS Automobiles

Interest, purchase intention (when money is not a factor) and website visit intention are significantly higher among NRC users reached by the campaign.

Source: GFK research, 14 december 2023



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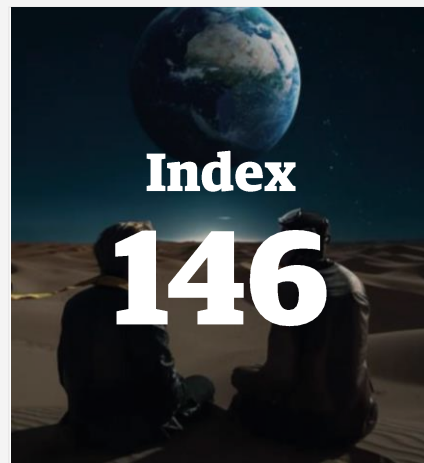
Increase on brand values

Reached people find 8 of the 9 brand values surveyed to be significantly better suited to DS Automobiles than non-reached people.



Index
158

Increase on brand equity
reliability



Index
146

Increase on brand equity
**sustainability
substantiated**



Index
140

Increase on brand equity
**premium driving
experience**



DS AUTOMOBILES



XTR branded content

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Testimonial



Patrick van Rumt

Marketing Communications Manager
DS Automobiles Netherlands

Why did DS Automobiles choose to partner with XTR branded content?

'Given the good fit between the profile of the NRC reader and the target group of DS Automobiles (and specifically the DS 7 Plug-in hybrid), we chose - after an extensive pitch process - to enter into a branded content partnership with NRC. In addition to awareness within the right target group, we are also aiming for conversion for the DS models.'

What do you think of the content creation?

'Very nice connections have been found, which perfectly reflect the craftsmanship that is also evident in the DS models. In each of their areas of expertise.'

Were you surprised during the campaign period?

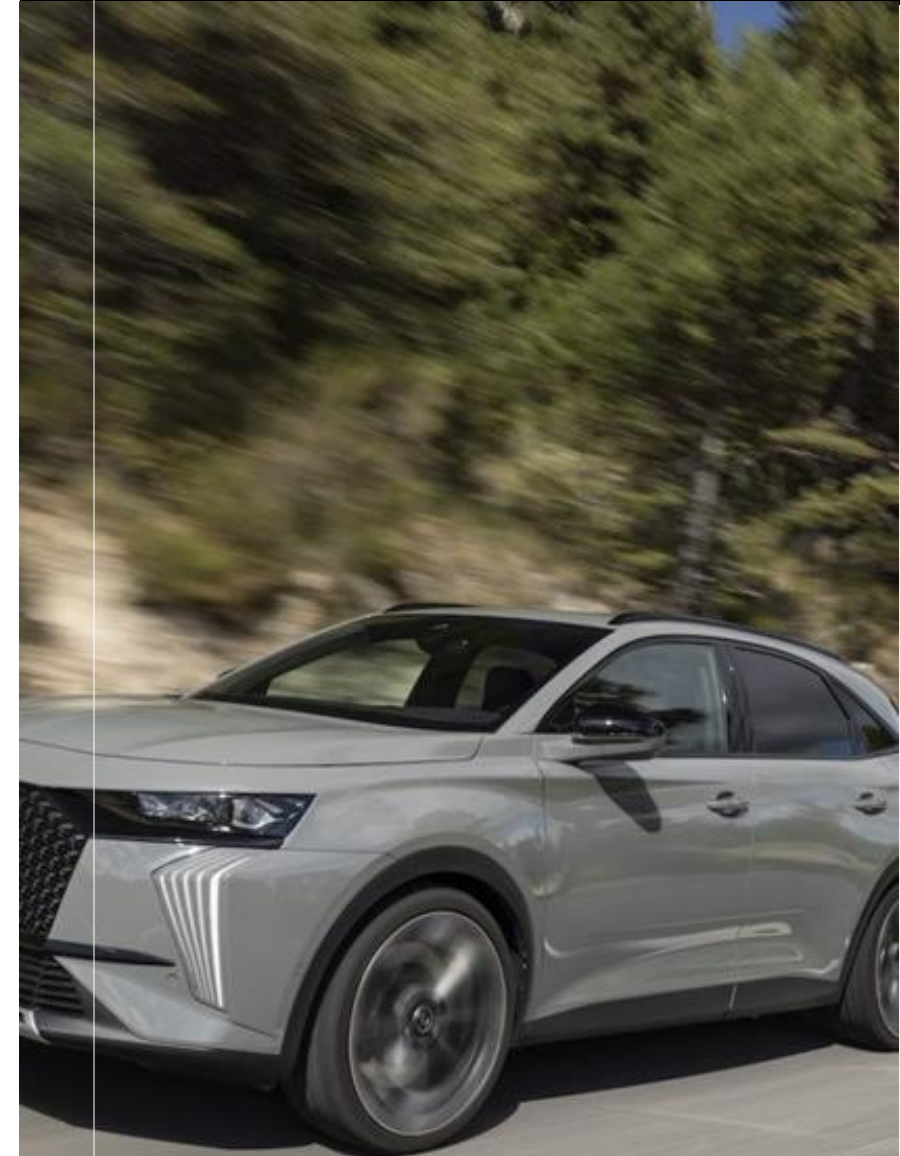
'We were definitely surprised by the originality and flexibility regarding the selection, finalisation and visualisation of the branded content.'

Is DS Automobiles satisfied with the results of the campaign?

'The results are in line with the expectations we had. An uplift in brand awareness, model recognition and brand preference. Exactly those things within the target group we had in mind.'



DS AUTOMOBILES



XTR branded content

Tailor-made advice and inspiration

We look forward to inspiring and informing you so that you can discover the possibilities of NRC. Call or email us for a personal consultation.

We will be happy to give you tailored advice.



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