



Nissan multi-screen campaign converts smartphone into a game controller

Campaign Details

Advertiser:
Nissan

Media Agency:
OMD

Creative agency:
Plan Comunicación

Product/Technology:
Push-down banner;
multi-screen

"we developed a strategy that combines the innovative spirit of the brand with the search for new emotions... demonstrating that Nissan is a brand committed to innovation and technological progress."

Mireia Vila
Digital Planner, OMD

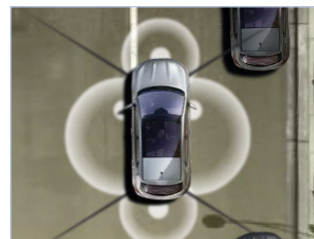
Objectives

Always at the edge of creative innovation in advertising, Nissan was looking for a campaign to demonstrate the technical innovations of its newest Qashqai 360 SUV. It wanted to give drivers a feel for the car's handling by creating a virtual test drive. But the company didn't stop there. Using Sizmek technology, the company combined driving simulation with interactive gaming in a sophisticated multiscreen campaign that converted a user's smartphone into a remote PC game controller.

Execution

By entering a code at the campaign landing page, users could connect their PCs and mobile devices in a way that allowed the smartphone to serve as controller to play the simulation game embedded in a push-down banner.

Using the 'remote' consumers could get behind the wheel of the newest model of the Nissan Qashqai 360, feel how it parks and try out some of its new features, including multiple cameras and adjustable steering wheel.





Results

This innovative campaign, served to 978,088 unique users, delivered performance well above industry benchmarks:

CTR - **1.05%**
(vs. 0.47% benchmark)

Dwell Rate - **12.72%**
(vs. 11.52% benchmark)

Dwell Average Duration - **71.75 seconds** (vs. 58.5 seconds benchmark)

"Mobile is becoming a primary device for connecting with consumers, and we are committed to developing innovative ways to increase its impact on audiences."

Pedro Travesedo
Country Manager, Sizmek Spain