

# Nissan races to a viral success

In October 2006 Nissan launched a pan-European viral campaign, Qashqai Car Games, carried out across a total of 13 countries. The campaign universe was created around a fictional car centric form of competitive driving involving techniques and ramp based courses usually associated with more unconventional urban sports such as skateboarding and bmx riding. Each clip "starred" a driver with certain characteristics: the handsome French, the funny, crazy Japanese and the death-defying French psycho.

The campaign was developed by TBWA London and Paris and Duke Interactive and implemented in cooperation with media agency OMD. In addition to a website embracing the campaign universe, it consisted of five different virals which were seeded individually in intervals throughout the campaign to ensure enduring high levels of interest. Also, on behalf of TBWA, GoViral created conversation generating material that was seeded along with the virals.



## Campaign objectives and strategy

The online campaign was launched as a pre-launch campaign prior to offline activities with the aim of creating awareness towards the Qashqai brand before product launch in Spring 2007. The content was seeded to car, sports and skater communities in order to reach opinion makers who would identify themselves with the edgy, urban underground nature of the content. The strategy deployed was a multiple-burst strategy with frequent seedings of new material throughout the entire campaign period. This ensured a high level of interest and kept the steam of the campaign going.

## The result

Within the first month, the campaign attracted more than 3.5 million views and after three months, the number was more than 12.5 million. The campaign reached across 212 countries and was picked up by 4370 sites. A number that will continue to increase as the virals keep spreading. In target countries, the campaign elements have generated 6 million views. After three months, the virals still generate more than 40,000 views a day.

The product microsite attracted 1,767,017 unique visitors during the campaign period, which is more than 1000% above average, and which has resulted in requests for further information.

With the still increasing amount of views, the initial cost per view of €0.3 continues to decrease and is down to €0.05. Regarding cost-efficiency and awareness, it has been a successful campaign which proves that high quality content will score viral points and have a pro-longed online lifetime.

## Campaign info

**Client:** Nissan  
**Ad agency:** TBWA  
**Media Agency:** OMD  
**Launched:** 10-2006  
**Markets:** 13 European markets  
**Target:** 1,218,000 views

**Total views:** 12,720,000  
**Actual views/target:** 1,044%

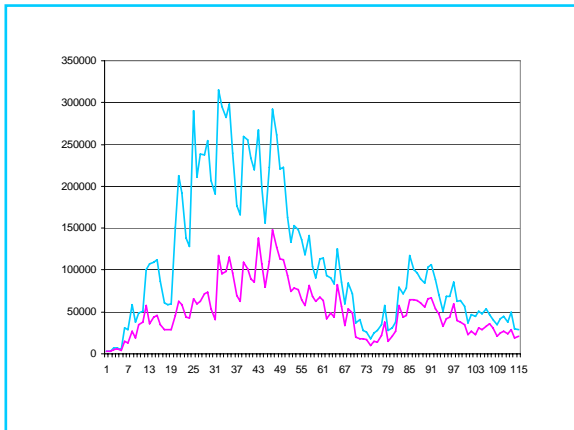


Watch the campaign at <http://qashqaicargames.com>



## Campaign statistics

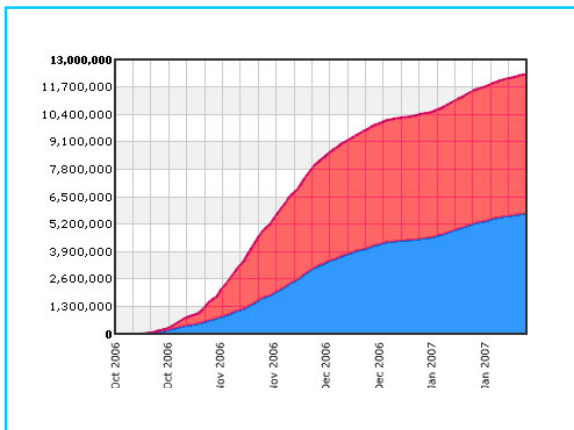
The following figures show the amount of daily views which the campaign has generated, the total number of views and the views reached within the five target countries.



### Daily views

The figure shows the development of daily views throughout the campaign. The blue graph is daily views in total, and the red graph shows the views generated in the target countries.

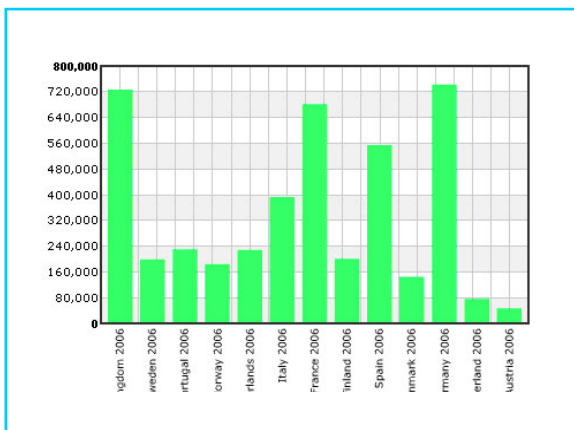
The peaks illustrate the seeding bursts, and the low point shows the slow down over Christmas. The peaks are very high and ongoing which show that the multiple bursts helped building interest and sustaining high levels of traffic over an extended period of time.



### Total numbers of views

This figure shows the development of the total number of views. There was a steep rise from the beginning of the campaign till the end of December. Since January the rise has been more even which is normal at the end of a campaign period.

The figure also illustrates the ratio of target and spill-over views. After a month, the ratio was 1/3 target and 2/3 spill-over views, which has now evened out to be closer to 50-50 though still with a minor majority of spill-over.



### Views reached in target countries

The figure breaks down the target views geographically and shows how many views each country has generated. UK, France and Germany topped followed by Italy and Spain. Close to half of all views were in the target markets, which is more than average for a pan-European campaign.

Total views: 12,720,000  
Views in target markets: 6,000,000  
47% of views in target markets

GoViral is a viral seeding agency. We launch viral marketing campaigns for leading creative agencies, media agencies and advertisers worldwide. Our global Seed&Track™ solution help marketers reach people globally in 27 countries and tracking the result at the same time. In all countries we seed on local languages, on local sites and with local seeders. We bring marketing materials, such as commercials, games, stories etc. to the places where people meet on the internet - creating high-volume, targeted and cost-effective viral marketing campaigns. [www.goviral.com](http://www.goviral.com).

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