



Digital Ads- Social Ads- Paid Search Ads


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Paid Social Ad- Mini Cooper



MINI USA  @MINIUSA · Oct 24, 2018

Electrifying performance only a MINI could deliver. Now you can test drive the MINI Countryman Plug-In Hybrid on your own time. Just tweet [#MINIONDemand](#) +  and we'll bring the test drive to you



- Platform: Twitter
- This ad was part of a larger campaign called “MINI On-Demand”
- “Tweet to Test-Drive” is a program created by MINI to test drive two of its models. By responding or Tweeting back, you could have a test-drive delivered to you.
- This campaign was only available in Los Angeles and San Francisco
- It created customer engagement and boosted customer experience

Paid Social Ad- General Motors

-campaign to introduce the electric Hummer

-across various social media

-YouTube, Instagram, Twitter

-paid influencers

-over 1 billion impressions



(Wayland, 2020)

Paid Social Ad- Tesla



 **daviddobrik** ✓ ...

 **daviddobrik** ✓ Hi!! HeadCount and I are giving away 5 Teslas to you guys!! All you have to do is share this to your story, tag a friend in the comments and make sure you're good to vote at my link in bio!! Winners will be announced Monday. Good luck!! @headcountorg No purchase or reg necessary. Exclusions apply. Terms and conditions here:<http://bit.ly/345p93f> #join2020vote #GoodToVote

Winners: @tiffwint
@chandni.vazirani
@pat_nestler
@taydanielle98
Laney Sadoma

36w

♡ 💬 🗨️ 📌

Liked by **sam_cg_** and others

SEPTEMBER 29, 2020

😊 Add a comment... Post

- Platform: Instagram
- This ad was part of a partnership with vlogger, David Dobrik, but not of a campaign
- It brought in a lot of customers from a new market they hadn't reached

Paid Search AD- Mini Cooper

The image is a screenshot of a Google search results page for the keyword "mini". At the top left is the Google logo. The search bar contains the text "mini" and has a clear button (X), a microphone icon, and a search icon. Below the search bar are navigation links: "All", "Maps", "Shopping", "Images", "News", "More", "Settings", and "Tools". The search results show "About 4,420,000,000 results (0.76 seconds)". The first result is a paid advertisement from "www.miniusa.com/". The ad title is "MINI Cooper® Official Site - Put The You In Your MINI". The ad text includes: "See how MINI stands out from the competition today and contact a dealer near you. Challenge accepted for every season with MINI. Schedule a test drive today. Premium Quality & Value. World Famous Handling. Unrivaled Customization. Surprisingly Spacious. Build And Price Your MINI · Certified Pre-Owned · Search Inventory · Special Offers". Below the text is a location pin icon and "Boston · 4 dealers nearby". To the right of the text is a collage of images: the MINI logo, a black MINI Cooper, a red MINI Cooper, and a red MINI Cooper in a desert setting. A "More" button is visible in the bottom right corner of the collage.

Keyword: "Mini"

Search engine: Google

Media: MINI Cooper Official Site

Google.com

Paid Search Ad- Nissan LEAF 2021



nissan elec



All

News

Images

Shopping

Videos

More

Settings

Tools

About 174,000,000 results (0.84 seconds)

Showing results for **nissan *electric***

Search instead for **nissan elec**

Ad · www.nissanusa.com/nissan

The Official Nissan® Site - The Future Is Now

Innovation That Gives You The Best Of Both Worlds. See All Features **Nissan** Has To Offer.

Search Local Inventory

Browse Nearby Dealer's Selections
To Find The Perfect Nissan For You!

Build Your 2021 Sentra

Select Colors, Packages & Options.
Get Sentra The Way You Want It!

Discover The New Sentra

Explore All The Features & Options.
Build, Price, and Locate Yours Now!

Find a Local Dealer Now

Come See What's New At Nissan.
Locate Your Nearest Dealer.



2021 Nissan LEAF

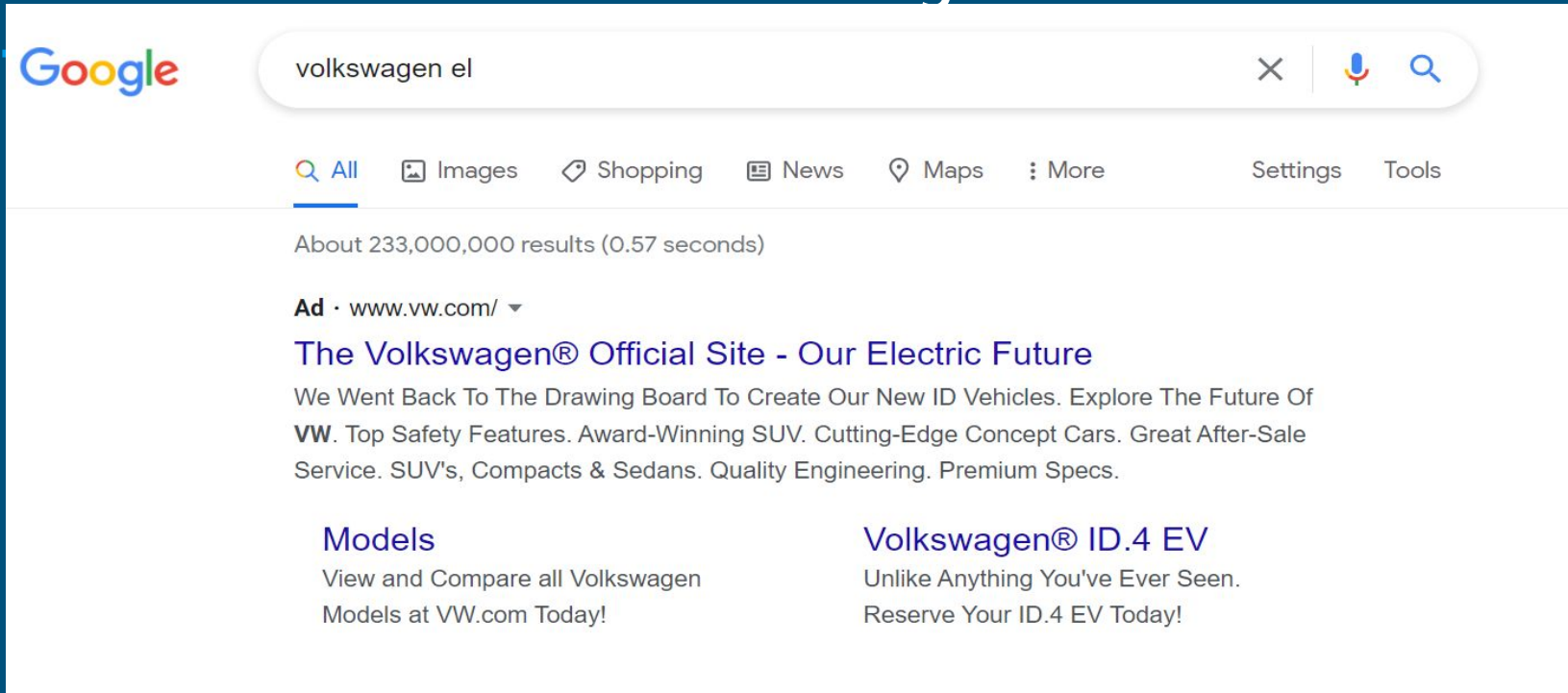
Keywords: nissan elec

Media: Nissan Official website

Search engine: Google

Google.com

Paid Search Ad- Volkswagen 2021 ID.4



The image shows a screenshot of a Google search results page. At the top left is the Google logo. The search bar contains the text "volkswagen el" and has a clear button (X) and a microphone icon. Below the search bar are navigation links: "All" (underlined), "Images", "Shopping", "News", "Maps", "More", "Settings", and "Tools". The search results show "About 233,000,000 results (0.57 seconds)". The first result is an advertisement from "www.vw.com/". The ad title is "The Volkswagen® Official Site - Our Electric Future". The ad text reads: "We Went Back To The Drawing Board To Create Our New ID Vehicles. Explore The Future Of VW. Top Safety Features. Award-Winning SUV. Cutting-Edge Concept Cars. Great After-Sale Service. SUV's, Compacts & Sedans. Quality Engineering. Premium Specs." Below the ad text are two columns of links: "Models" with the text "View and Compare all Volkswagen Models at VW.com Today!" and "Volkswagen® ID.4 EV" with the text "Unlike Anything You've Ever Seen. Reserve Your ID.4 EV Today!"

Keywords: "volkswagen el"
Media: Volkswagen Official Site
Search engine: Google

Google.com

Live Digital Ad for Mini SE

- Premiered on July 9th, 2019
- Kicked off their journey into electric vehicles
- Performed well with young Londoners



Live Digital Ad for Ford

- Premiered on December 18th, 2020
- Was the holiday season commercial for the rollout of the Mustang Mach-E
- Is now the best selling Ford vehicle



Live Digital Ad- General Motors



- aired during 2020 super bowl
- target audience- all of America and especially Will Ferrell fans
- campaign for their 30 new electric vehicles by 2025

(General Motors, 2021)

References

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Mini Cooper. (2019, July 9). MINI Electric | Lead the Charge. Retrieved from <https://www.youtube.com/watch?v=ImPM993xF-4>

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