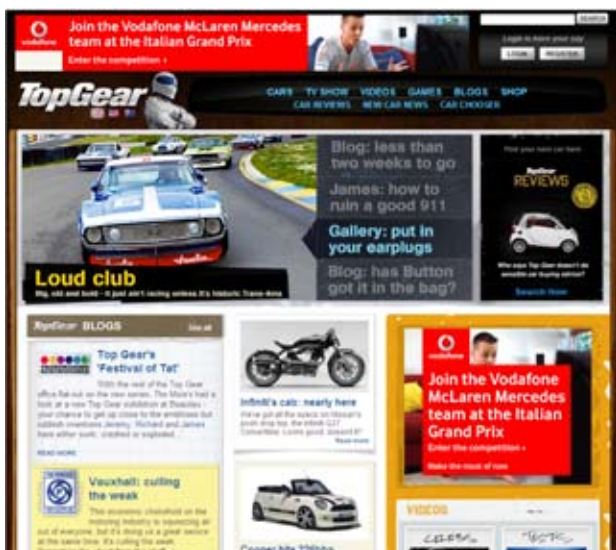


# TopGear

## CASE STUDY VODAFONE



## Vodafone (topgear.com F1 Sponsorship, Season 2009) Driving Brand Awareness

### THE CHALLENGE

The campaign objective was to drive awareness of the Vodafone Taxi GP, and drive participation in the online competition. The Vodafone Taxi GP, a fun and engaging game that lived both on and offline, was the central communications campaign used by Vodafone to activate their sponsorship of McLaren F1. Ultimately, all supporting activity, including the topgear.com F1 sponsorship, was planned to increase awareness and favourability of the Vodafone brand.

### THE IDEA

topgear.com, the online home of the ever popular TV show and magazine, provided the ideal environment for Vodafone, offering extensive F1 coverage, updated throughout the season, and an audience passionate about motor sports. The crux of the campaign involved Vodafone taking exclusive sponsorship of topgear.com's dedicated F1 section, Sunday Afternoon Club, an area that pulls together race previews and analysis with user-generated comments and insight. To create greater impact, Vodafone ran across key Grand Prix weekends throughout the season in the build-up to the Taxi GP races, on the day of the races,

and in the races' aftermath.

### THE EXECUTION

A permanent statement of 'in association' (with Vodafone), a first for topgear.com, ran throughout the Sunday Afternoon Club for the 2009 season. This was supported by six four-day long Vodafone roadblocks of the topgear.com homepage and Sunday Afternoon Club section, comprising leaderboard, MPU and skyscraper formats, on key Grand Prix weekends, editorial coverage of Vodafone's Taxi GP competition, and a series of exclusive advertising placements in the Top Gear e-newsletter sent in and around key Grand Prixes.

### THE RESULTS

Throughout the campaign, Vodafone took a 50% share-of-voice across the topgear.com website during the week of each of the six race weekends, cementing the Vodafone brand with F1 coverage and positioning it favourably before an audience passionate about motoring and F1. The campaign worked to generate response too, driving interested users to the Vodafone Taxi GP website. Results showed topgear.com to be the main driver of registered online participants for the Vodafone Taxi GP.

“Vodafone were looking for a partner that could deliver reach into both F1 supporters but also reach a broader, automotive enthusiast audience. topgear.com fitted the bill and delivered a made-to-measure sponsorship opportunity that would enable us to be flexible to support a long summer series of Vodafone Taxi GP races. Top Gear delivered the perfect audience, excellent visibility across key race weekends and, ultimately, association with great motoring content including F1.”

**ADAM CHALK**  
Associate Director at Carat