

Sweden



DI Weekend raises readers' high level of awareness of Lexus

When Lexus supplemented its advertising on di.se by consistently buying page 2 in each edition of DI Weekend the already high level of awareness of the car brand rose. Today 98.5 percent of Dagens Industri (DI) readers have heard of Lexus and more than a third of those who noticed the ads are company leaders.



Lexus has advertised on di.se for several years. During the autumn Lexus also committed to comprehensive brand advertising and has consistently advertised on page 2 in DI Weekend.

"The people who read DI Weekend fit the Lexus profile, the quality of the paper make the ads look great and editorial space is set aside each week for the automobile industry. It is important for us not only to reach out to our target group but also to advertise in a forum in which the editorial quality is high", says Anders Drakenberg, Marketing Director for Lexus in Sweden.

To measure the effect of the Lexus campaign DI carried out a pre- and a post-campaign survey directed towards a sample of DI's readers from the business world panel. During the autumn DI has also measured the effect of an individual ad, one which ran on the 26th of October. DI carried out a pre-campaign survey in April and a post-campaign survey in October.

Knowledge of the Lexus brand has increased to 98.5%, an increase of 1.5% since the survey in April. The results also show that more people than before would envisage buying a Lexus.

Observation measurements of the ad (run on the 26th of October) show that it is an ad of interest to the target group. 27% state that they read the ad thoroughly and 16% confirm that they intend to look for more information as a result of the ad. Amongst those who noticed the ad, 38% are members of management teams.

The creative presentation comprises a series of interviews with Lexus owners talking about their experiences and the reasons behind their purchase choice. This content is combined with adverts containing an extract from "The Lexus Story", a book produced in Sweden which describes the Lexus' success story since the brand was introduced Sweden in 1989.

"For our part it is a goal in itself to have a presence in the same place on page 2 week after week. I most strongly believe in creating one's own media space, in order to achieve continuity of communication.

This also affords us good conditions for truly comparing attitude changes amongst our target group over time. The attitude we want to strengthen is that more people will think about buying a Lexus,



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and the results show that this is what we have achieved”, says Anders Drakenberg.

Insikt Kommunikation and the media agency Mediacompany are responsible for the design of the adverts of Lexus’.



Rate 1/1 4C: SEK 127,900

