



Suzuki Ignis Case Study

Suzuki took an integrated marketing approach and doubled sales in a declining market.

Turn the page to find out how.

INDEX

Section 1- Executive summary

Section 2- Penguin & Suzuki

Section 3- Strategic considerations

Section 4- Solution

Section 5- Results

Section 6- Conclusion



Executive summary

With the economy under pressure, Suzuki introduced the Ignis in June 2017. Even though Suzuki is known as a small car expert, the model was new and unfamiliar. Brand awareness was minimal, the budget tight, and dealer commitment was necessary to drive sales.

The target audience was defined as Global Citizens at the forefront of change as well as the Now Generation. Both groups do online research before visiting a dealership. Suzuki needed an integrated marketing campaign targeting a wider audience in order to successfully introduce the vehicle.

Penquin developed a strategy as well as a creative concept to reach the new and desired Suzuki audiences. The concept was rolled out on multiple channels including TV, print, and Point Of Sale to mention a few.



Suzuki Auto sold out of Ignis' stock in the months after launching in June 2017 which lead to Suzuki issuing back order letters to consumers for the first time since launching in South Africa in 2008.

Penquin & Suzuki

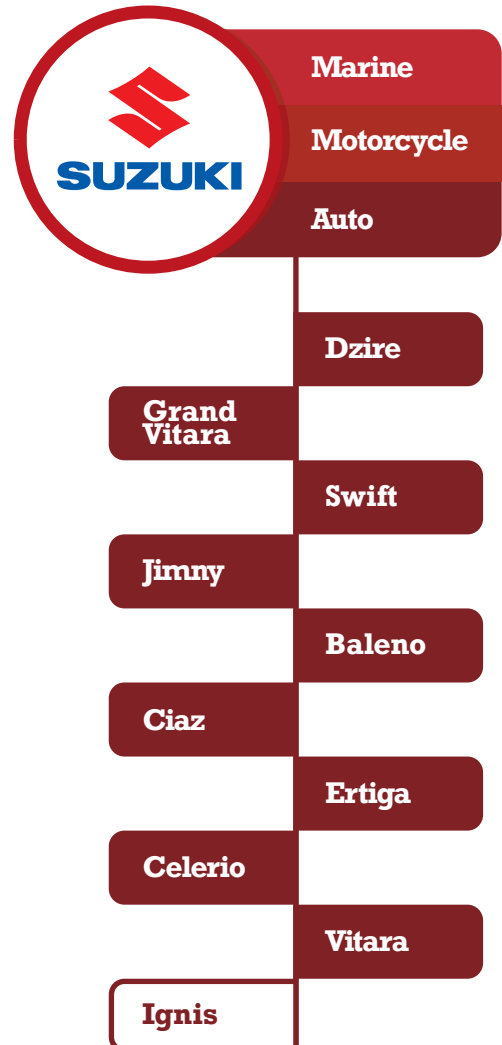
As a 360° results-driven agency, Penquin has always searched for ways to better serve Suzuki with innovative solutions. More than just solutions, we aim to connect the target audience with the brand in a unique way, differentiating the brand, and creating a lasting relationship between the brand and the consumer. Using an integrated and strategic approach Penquin has grown Suzuki's customer base and boosted figures significantly.

“Our journey with Suzuki started almost two decades ago. Since then we have been working together as a team, taking on each challenge as it comes along. The Suzuki team is more than a client, they're family.”

Veronica Wainstein, Penquin

“Penquin has partnered with Suzuki for the past 18 years – first with Motorcycle and Marine, and for the past 10 years Auto. The relationship has grown from strength to strength and we appreciate working with a team that is determined to deliver results through innovative marketing tactics for our brand. Their understanding of our brand is what sets them apart. We work hand in hand Penquin to ensure we meet our business objectives and their commitment shows through their passion for the Suzuki brand.”

**Charl Grobler, Marketing and Product Planning Manager,
Suzuki Auto South Africa**



Strategic considerations

Suzuki chose to introduce the Ignis in June 2017, a time where South Africans were exercising restraint. The market saw an influx of crossover vehicles, and the Ignis offered the value proposition of a compact crossover just as consumers started buying down. Even though Suzuki is known as a small car expert, the model was new and unfamiliar.

The Renault Kwid was doing well, and the used car market growing which added further pressures. With a growing interest in the crossover vehicle segment, Suzuki needed to stay relevant. Suzuki needed an integrated marketing campaign targeting a wider audience in order to successfully introduce the vehicle.



TVC
Ignis Launch

The target audience was defined as trendy urbanites between the ages of 25 and 34. We further divided the group as having two defining attitudes: Global Citizens and the Now Generation.

Global Citizens like to be well informed and take note of advertising and brands. They are the youngest group and mostly come from higher LSMs. The Now Generation wants

to own symbols of material success. They are predominantly young and single, enjoy shopping, fashion and status. Care of the environment is low on their agenda. Both groups do on-line research before visiting a dealership.



In the light of the fact that buyers were buying down, we noticed a gap in the market. The fuel price went up and people were looking for smaller cars. A thorough Swot analysis was done.

STRENGTHS

WHEN LAUNCHING THE IGNIS:

- Suzuki is known as small car experts
- Suzuki's rich history and heritage in international markets
- Modern styling attributes of the Ignis
- Way of Life brand relating to the crossover capability of the Ignis

WEAKNESSES

IN THE SOUTH AFRICAN MARKET:

- A new and unfamiliar model name
- Brand awareness
- Marketing resources
- Dealer commitment to driving sales

OPPORTUNITIES

WITHIN THE NEW MODEL ADDITION:

- Exciting market segment entry
- Few direct competitors due to it's price point
- Emotional Suzuki purchase

THREATS

TO LAUNCHING THE NEW MODEL:

- Renault Kwid as a direct competitor
- The used car market, especially after the market decline
- Stronger brands (small share of voice)
- New markets are unfamiliar for dealers to target and sell to

Solution

Our strategy was designed so that each channel would contribute to creating maximum awareness. A conceptual campaign was created, “Like no other” and media plans were put together to reflect the marketing strategy and target market insights.

“Like no other”

was the catchphrase David Doubell, Executive Creative Director, came up with for the sneaky little model. And why is the Ignis like no other?



IGNIS
LikeNoOther

- The model itself is, literally, like no other! A crossover with sass, it pretty much stands alone in the marketplace
- It's also like no other Suzuki; the perfect mid-level vehicle for lifestyle enablement
- South Africa is like no other country
- South Africans are also like no other, in a time when the country is rife with choices and options like never before

To reflect this and the afro-centricity of the model, David was inspired by bright Shwe Shwe and wax print fabrics.

With a highly competitive price and good fuel efficiency, the Ignis promised to be a good fit in the South African market.

A consumer competition microsite was developed and integrated with Suzuki's social platforms. Lead management was automated so that dealers could instantly follow up on consumers who were converted on the website and through inbound marketing activities.

WIN WITH THE NEW SUZUKI IGNIS DESIGN A DAY LIKE NO OTHER



A media launch was put together where journalists were educated on the Ignis leading to coverage and various magazine and newspapers.

Below are the platforms that were used to implement the strategy:

- Media Launch
- Dealer POSM
- Television
- Outdoor
- Print Media
- Inbound
- Digital Media
- Social Media
- Dealer Activations
- Events



20 Questions
Ignis Media Launch

Results

By using an integrated approach, consumers were converted from leads to customers. Suzuki more than doubled their sales target for the Ignis with an average of 156 reported sales over a 10-month period (from launch to FY end), impressive considering the goal was set at 60 units. Sold out in months after launching, Suzuki had to issue back order letters to consumers for the first time since launching in South Africa in 2008.

MEDIA LAUNCH

The media launch was held over a two-day period at a studio in Cape Town. Motoring journalists from around the country were invited to the Ignis launch. The journalists arrived at the venue early evening for an interactive introduction to the Ignis. The next morning journalists followed a pre-planned route showing off the Ignis' capabilities.

Dealer & Media email invite
Ignis Media Launch



You're invited to a Suzuki SA annual dealer conference and awards event #LikeNoOther



IGNIS
LikeNoOther

Join us for a day of innovative SUV design followed by an evening honouring dealers who have achieved #LikeNoOther.

AGENDA
DATE: 23 - 24 May 2017
(Departing on morning of 24 May)
TIME: 09:00 - 15:00
VENUE: Atlantic Studios, No 7 Montague Drive, Montague Gardens
DRESS: Business Attire (Day) & Jacket and Tie (Evening)
RSVP: 9 May 2017 to cindyvh@suzuki.co.za



Way of Life



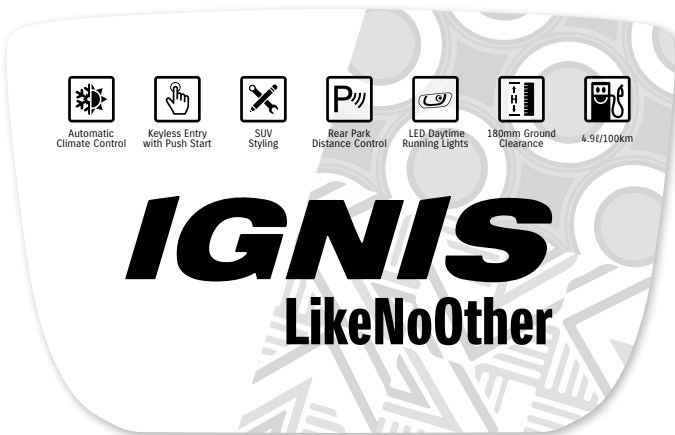
Dealer & Media email invite
Ignis Media Launch

DEALER POINT OF SALE

Dealers were supplied with an array of point of sale material to brand their dealerships. This included demo branding for showroom vehicles highlighting the features of the Ignis.



Demo vehicle wrap
Dealer Point of Sale



Bonnet sock
Dealer Point of Sale



Cobra sock
Dealer Point of Sale



Media pack z-fold
Dealer Point of Sale

TELEVISION

A 30-second television commercial was produced and scheduled in multiple television packages on DSTV, E-TV and SABC. Suzuki also acquired a telenovela headline sponsorship on Mzansi Magic which featured the brand in ad bumpers, opening and closing billboards, and commercial spots.

TVC
Television

OUTDOOR

According to targeting research, outdoor media sites were selected in key areas. During the months after launch, sites were booked consecutively to extend exposure from June to October 2017.



Billboard
Outdoor media



Billboard
Outdoor media

PRINT MEDIA

A selection of ad placements was made in new and existing publications.

Ignis magazine ad
Print Media



INBOUND

Using the Suzuki Auto blog and a platform called Hubspot, people were moved through the sales funnel with content and marketing automation.

INCR.
IN **WEBSITE**
SESSIONS
121.93%
VS THE PREVIOUS PERIOD

401.42%



**New
contacts**

*OVER THE PERIOD
VS PREVIOUS 6 MONTHS*

**NUMBER OF CUSTOMERS
FROM ONLINE ACTIVITIES**



BALENO
127

IGNIS
391



208%

**INCR. IN
CUSTOMERS
FROM ONLINE
ACTIVITIES**

*DURING THE BALENO
& IGNIS LAUNCH PERIODS*

36.01% **OPEN
RATE**

**INDUSTRY BENCHMARK: 22%*

BLOG

**VIEWS
INCR. BY**

9.86% **CLICK
RATE**

**INDUSTRY BENCHMARK: 3-7%*

89.39%

DIGITAL MEDIA

Ad formats included text and display on the Google network, various display banner formats on premium automotive websites, and video marketing on YouTube. The banners pointed to Suzuki's website where visitors were converted through Hubspot forms which were filtered to dealers.

While the CTR benchmark sits at 0.21%, most of Suzuki's performance were significantly higher than this average.

Programmatic ads performed extremely well with a Total of 194 925 Views for the Duration of the campaign with an overall View through rate of 69% with an extremely low CPV (Cost per thousand) of R0.30.

Google AdWords

	Impressions	Reach	Clicks	CTR	CPC	CRM	Spend
Search	69 708	-	5 609	8%	R 4,53	-	R 25 414,36

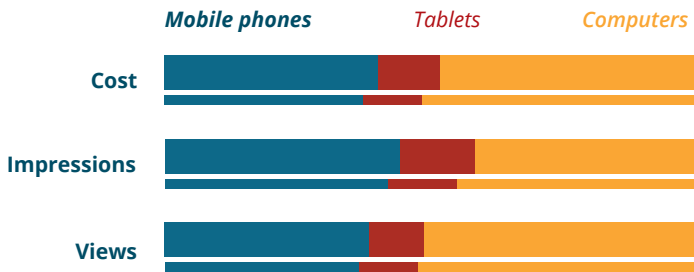
Programmatic adverts

	Impressions	Clicks	Views	CTR	VTR	CPC/CPV	Spend
Interstitials	140 629	4 399	92 734	4%	66%	R 0,31	R 28 688,32
Videos	144 783	3 379	102 191	3%	71%	R 0,29	R 29 535,73

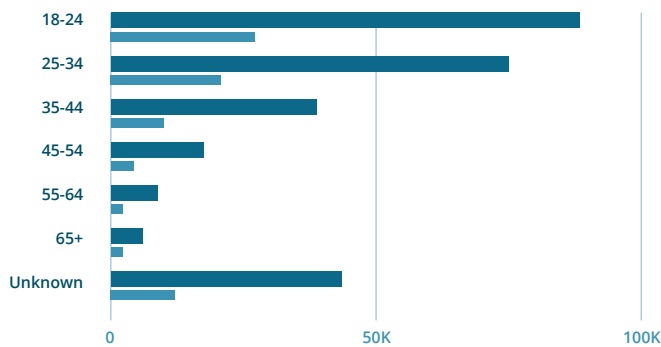
YouTube performance

Impressions	Views	View rate	Avg. CPV	Cost	Earned views
588 878	152 154	25.84%	R 0,70	R 106 861,62	183

Devices



Demographics



Ignis TVC on YouTube
Digital media

SOCIAL MEDIA

We developed content around the Ignis' unique features with click through links to the website where visitors were converted to leads. Suzuki hosted a competition on social media platforms in which consumers could design their own dream day consisting of various activities in the company of a local celebrity.

Consumers had to design a mood board, download the product brochure, book a test drive with their local dealer, and share the competition on their social platforms to gain votes for their mood board. Three winners were selected in Cape Town, Johannesburg and Durban.

A consumer competition microsite was developed and integrated with Suzuki's social platforms. Consumers were able to gain points by each of the above activities.

Consumer competition microsite results

Test drive bookings	Brochure downloads	Social likes (votes)	Social shares
81	86	44	4 232



Moodboard Social media

(Images sourced from Google were not used in the actual campaign)

Link to the Design a Day video on Facebook
Social media

Social media highlights for the week of the launch

- The general number of impressions for a 5 day period on the Suzuki SA pages averages between 50K and 80K - this increased significantly during the launch period.
Facebook: 122 262 impressions | Twitter: 139 600 impressions

- Engagement on Facebook, Twitter and Instagram were exponentially higher than usual.
- Pictures of the Ignis “in the flesh” proved popular with the audience, as all top posts on all the platforms were of the car on the driving route.
- Ignis TVC gained a lot of traction on Facebook and Twitter with huge reach on both platforms.

Social media highlights for the full duration of the campaign

- Highest engagement and reach was seen in the month of July. This is likely to the inclusion of the Design A Day competition.
- Highest reach of posts on Facebook: 280 914
Highest reach of a post on Twitter: 42 325
Highest average engagement rate per month: 9%
- The campaign had a total reach of 1 082 861 (excluding Instagram)
- Sentiment around the campaign was 66,7% positive, 33,3% neutral and 0% negative.

Social video views

- Ignis TVC: 186 706 total views
- Ignis Mall of Africa AR: 104 145 total views
- Ignis Walk Through: 1 139 total views

DEALER ACTIVATIONS

The Ignis was displayed in malls around the country. A selection of centre courts in malls around the country were booked for a display of the Ignis. The displays were managed by trained promoters and dealership staff. Lead generation was done through the Hubspot platform and handed to the respective dealers to follow up.

Leads generated with the road show:

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
314	169	187	260	128	339	91	118
Total							1 606

Seven month sales report

June	July	August	September	October	November	December
70	49	116	107	113	136	154

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With a highly competitive price and good fuel efficiency, the Ignis promised to be a good fit in the South African market.

Conclusion

“Conditions in the South African motor industry continue to be extremely tough, in May 2017 Suzuki Auto South Africa launched the Ignis, an ultra-compact SUV like no other. Penguin/Spitfire assisted in driving awareness around the new model arrival through a well-integrated marketing strategy utilising various channels and tailored messaging. Since then the Ignis has become one of our bestselling models and continues to buck the trend in a flat market”

**Charl Grobler, Marketing and Product Planning Manager,
Suzuki Auto South Africa**

URBAN COMPACT SUV

SUZUKI
IGNIS
LikeNoOther



*CARS.CO.ZA CONSUMER AWARDS



Discover more at
SuzukiAuto.co.za

**BRAND OF
THE YEAR***



Way of Life!

Billboard
Outdoor

Thank you



Visit our new site at penquin.co.za