

TOYOTA: DRIVING CONSUMERS TO A SUPER-CHARGED PROMOTIONAL WEBSITE

Toyota's *Get Your Stubs* campaign used Eyeblander ads to deliver their audience to a website filled with awareness-building online content and free downloads.



SUCCESS STORY

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CAMPAIGN OVERVIEW

To raise the exposure of the Toyota Corolla brand among the 18-34-year-old African-American customer segment, ImagineThat implemented the *Get Your Stubs* campaign. *Get Your Stubs* gave people who clicked through the banners a virtual backstage pass to information about the Toyota Corolla, as well as free music and ringtone downloads, exclusive content and a downloadable application that dynamically changed users' desktop wallpaper on a weekly basis. Using new creative each week, the ads encouraged users to visit the promotional website multiple times. This five-week online advertising campaign utilized Eyeblander's Advertising Campaign Manager (ACM) for trafficking both standard banner and rich media ad units.

SHIFTING GEARS EACH WEEK

Eyeblander's powerful ACM was perfect for implementing this carefully crafted campaign. The campaign used three of the ad formats available from Eyeblander: Commercial Break, Floating Ad and Standard Banner. Each week the messaging and appearance of the ad creatives were changed to highlight the content and downloads available from the promotional website for that particular week. Derek Bonney, SVP of ImagineThat, explains that "through one single interface, ACM gave us a streamlined way to traffic and track the entire campaign regardless of the fact that we were using rich media units and standard banners. That made the process so much easier for us."

WHAT HAPPENED AFTER AN AD EXPOSURE?

ImagineThat did not stop short with this campaign's reporting by only tracking click-through rates. They took advantage of Eyeblander's post-click tracking capabilities to measure how people were interacting with the promotional website *after* they clicked-through the ads. This allowed ImagineThat to easily measure conversions and ROI.

CAMPAIGN SUCCESS

The Toyota *Get Your Stubs* campaign used Eyeblander to successfully deliver over 8 million impressions and 140 ad placements—including both rich media and non-rich ad formats—across 8 targeted websites including BET.com, EURweb.com and BlackPlanet.com. ImagineThat reached all of their campaign goals including click-throughs, page views, registrations and downloads.

Tell us your Eyeblander success story!
Email us at info@eyeblander.com.

Advertiser: Toyota

Creative Agency: ImagineThat, US

Media Agency: ImagineThat, US

Eyeblander Formats Used: Commercial Break, Floating Ad & Standard Banner

The campaign performance exceeded our expectations—the Eyeblander Commercial Break CTR was three times higher than we expected.

-Derek Bonney, SVP
ImagineThat

