



Way of Life!



# SUZUKI SATURDAYS



# EXECUTIVE SUMMARY

Suzuki cars operates in an extremely competitive market. Suzuki were only going to get noticed if we did something which truly stood out. Stood out against the endless ads featuring cars driving through hills, through cities. Stood out from the miles per gallon, safety and financing messages.

We created a campaign which didn't look like other media campaigns. It wasn't confined to the same formats, didn't rely on the same messages. It was entertaining, culturally relevant and spread like a TV show.

It was also very brave.

But it worked; delivering record car sales for the past two years. Making Suzuki the fastest growing car brand in the industry.





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# MARKET CONTEXT



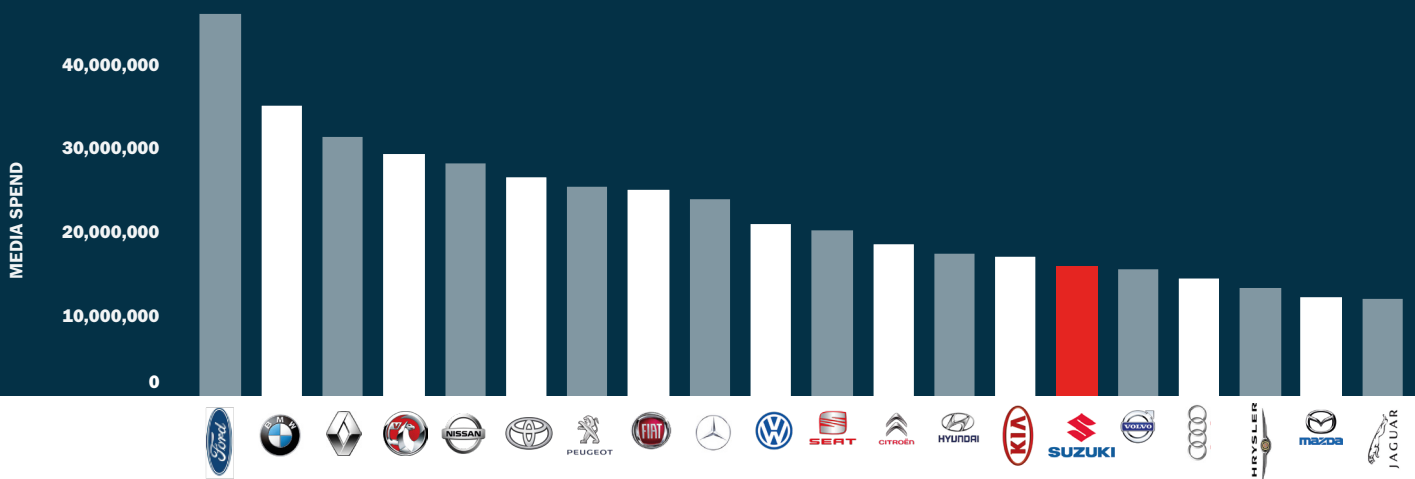
# A TRAFFIC JAM

Suzuki Cars UK operates in an industry with 30+ other major brands each vying for attention. Of the top 30 brands, 23 have a market share of no more than 5%. It's a market with a lot of extremely closely matched brands, because of this it's a market which has become very competitive.

In 2015 Suzuki had a market share of 1.3%, which put it in 15th position versus competitor brands. Even if Suzuki did have more marketing budget available; experience showed that simply increasing media budget to shout louder or more often hasn't converted to a growth in market share which offsets the increase in spend.

Brands which had been successful within the industry clearly stood out as being different.

But Suzuki had long suffered a 'middle market' problem; trusted European premium brands dominated at one end, and at the other, the traditional Japanese "high tech-low cost" position, had been claimed by the Korean brands Hyundai and Kia.





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**OUR  
TASK**



# WE WERE SET 3 OBJECTIVES

As we headed into 2016, we had a clear business objective - sell more cars. The 'Big Hairy Audacious Goal' was set at selling 37,000 cars over the year. To reach it would have represented an all time high for Suzuki car sales in the UK.

We were also set a specific goal of selling 9,500 Suzuki Vitara's, an old classic 4x4 which had reinvented as a family SUV and relaunched in late 2015.

In addition to sales, our 2016 approach had to drive greater awareness, consideration and positive opinion of Suzuki as a brand. The focus being on setting Suzuki up for continued growth rather than trying to hit a record level of sales one year, only to see them slump the next. All brand metrics were to be measured in Suzuki's ongoing brand tracker carried out by The Nursery.



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**SUZUKI**



**3**

# **OUR STRATEGIC APPROACH**

# BRINGING THE TRUE SPIRIT OF THE BRAND TO LIFE

We began by accepting the hard truth behind the brand. Suzuki resonated with quirky people, who didn't take themselves or their cars too seriously. Owners are more likely to be 'the fun one in the group' who want something different to the status quo to be found in their neighbour's driveways.



**Zoë Neville-Smith**  
9 February

Bought my Swift new as a terrified young professional needing a reliable car for working around different branches at work. Now I'm lucky enough to do most my commute by bicycle but my beautiful car turned 10 last week and I baked her a cake. Yes, I'm that sad.

Like Comment

Alistair Gray likes this.

**Suzuki Cars UK** Not sad at all Zoe! Happy Birthday to your Swift!  
10 February at 12:11 · Like · Reply

**Zoë Neville-Smith** She failed her 10 year MOT today and costing me £800 to get back on the road after £1000 of new gearbox just 3 months ago. Heartbroken! First expensive MOT fail...  
10 February at 21:31 · Like · Reply

**Suzuki Cars UK** Hi Zoe, we're so sorry to hear your Swift failed its MOT. All cars, even our reliable Swifts, need a bit of TLC.  
13 February at 11:15 · Like · Reply

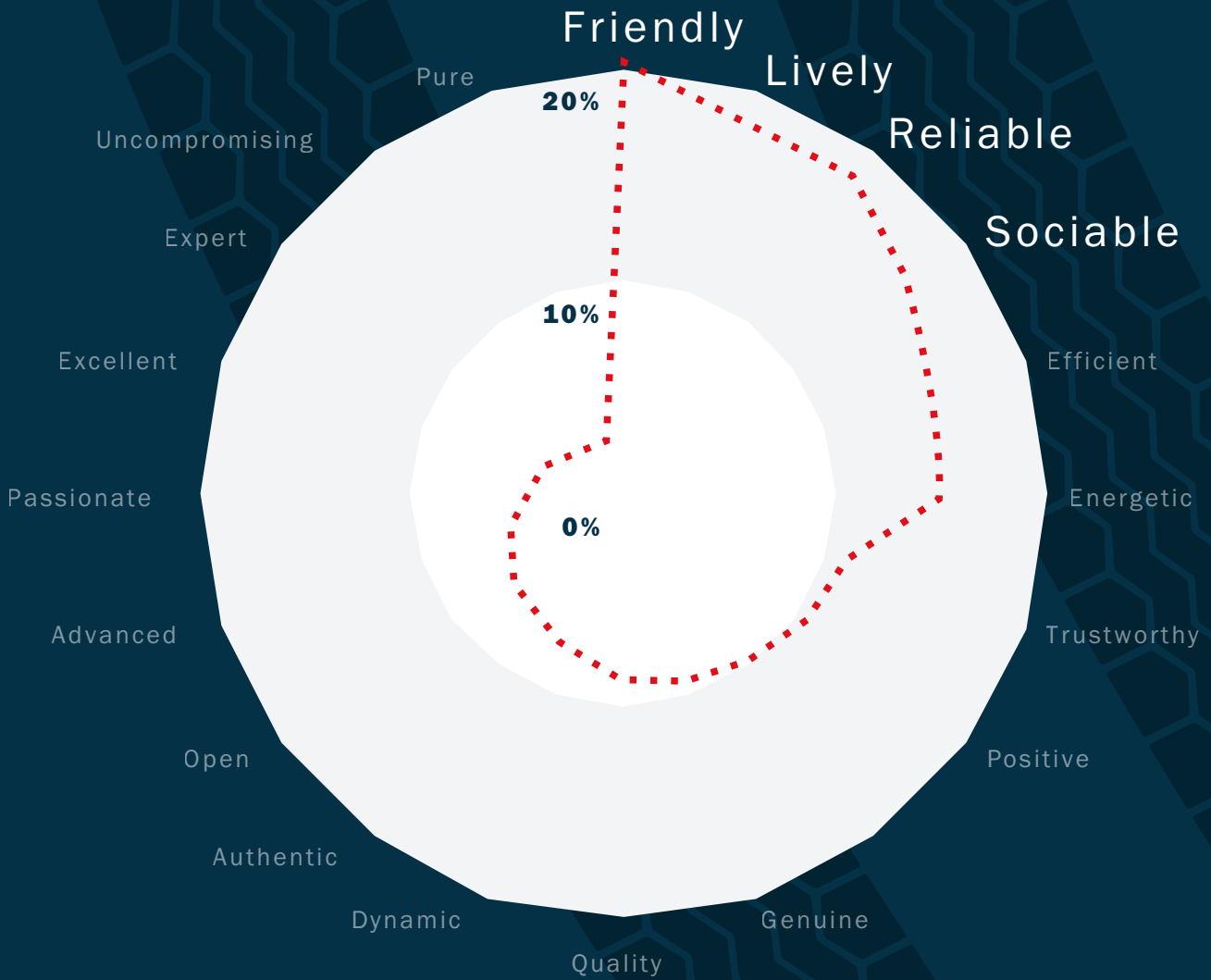
**Zoë Neville-Smith** Hope to get a few more years out of her yet!  
13 February at 12:03 · Like · Reply

Write a comment...

Suggested Pages See All

**SHUFFLE** Shuffle London  
139 people like this.  
Like





For them 'Why' they travelled, was even more important than 'How' they travelled. The purpose trumped the pleasure. This as an attitude to driving was most prevalent in the surprisingly neglected family car buyer segment of the market. So, we committed everything to them.

Ironically with less driving tech at the wheel, what also stood out to owners was just how fun Suzuki's were to drive, in fact Suzuki's sale rate after a test drive was second to none, at 70%.

Our communications had to show just how fun Suzuki's were both as a brand and as a car to drive.

# YOU CAN'T TELL PEOPLE YOU'RE FUN, YOU HAVE TO MAKE THEM LAUGH.

Humour is a very subjective thing, it doesn't always travel well.

We had to be funny, in a way that's in touch with British culture and aimed squarely at families.

ITV's iconic Saturday night entertainment programming was tonally perfect, delivering a style of humour which appealed to our family target and millions tuned into each week. Yet we didn't want an entertainment sponsorship that could easily be misattributed to any other family fitting car brand. Our challenge was to engage with the crown jewels of ITV, which wasn't the shows but their talent, or more specifically, Ant & Dec.

To give Suzuki a platform proven to get the country giggling, the7stars would strike a deal with ITV AdVentures to sponsor and use IP from Ant & Dec's Saturday Night Takeaway (SNT). This would give unprecedented access to Ant & Dec, and allow the use of pranks and challenges seen in the show to be adapted and used as part of our campaign – a UK TV first.





Not only would this allow us to sponsor the duo in their biggest ITV show, it also allowed us to use their own production teams and writers to produce content for Suzuki featuring Ant & Dec being themselves, that could run on TV, across branded channels on mobile and social, and in dealerships across the country.

This significant partnership was brokered over 2 years, to allow real commitment from both the brand and the talent, maximising the authenticity of the endorsement.





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**HOW IT ALL  
CAME TOGETHER**

# DELIVERING ENTERTAINMENT RATHER THAN ADVERTS

The first 3 days of the partnership were spent in a studio capturing hours of footage featuring Ant, Dec and two Suzuki Vitara's in a series of skits, challenges and pranks.

It was content which ticked all the boxes; genuinely entertaining to watch, laugh out loud funny and featuring our product in a way which added to the story rather than shoe-horned in. But none of that would matter if we stuck it all in traditional advertising formats, people could still ignore it.

So rather than plan a traditional media campaign, we took a leaf out of content producers, looking at how TV series are distributed.

## #SUZUKISATURDAYS WAS BORN

We produced 10 short films for TV, each to be aired only once. Two of these spots were teased each week on Suzuki's Twitter and Facebook channels, before being aired in full on ITV each Saturday. Sitting as mini episodes of a show within key primetime family programming. Once aired each short film was placed on Suzuki's YouTube channel for the catch-up viewers. A paid for YouTube strategy making the content easy to find.



On 20th February 2016, series 13 of Saturday Night Takeaway launched, featuring Suzuki sponsorship bumpers which extended the fun of the show into the ad break.

To take advantage of the social chatter in the afternoon prior to each episode of the Saturday Night Takeaway, we released a longer film from our own 7-part exclusive online series - Suzuki's Saturday Afternoon Takeaway - through Suzuki's YouTube and Facebook channels.



This extensive sponsorship and licensing deal also meant that the fun could live off screen too, so #SuzukiSaturdays was taken around the country in a nationwide roadshow. Dealers jumped at the opportunity to embrace the Ant & Dec antics on the shop floor with many making localised #SuzukiSaturdays events.

In its second year, 2017, we further developed our approach by bringing in many shorter pieces of content which had performed particularly well at launch. Meme style pieces of social content which we could use on Saturdays during the build-up to and throughout the show being on air. We kept the campaign close to the show by constructing these features around a series of initiation tests for the newest Saturday Night Takeaway presenter - Scarlett Moffat.



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**MEASUREMENT  
APPROACH AND RESULTS**



# RECORD BREAKING YEARS FOR THE BRAND

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



# “

*This campaign was very different to our usual, and it was a huge decision to go with it but I'm very glad we did. The return we've had is more than we would ever have hoped for. The partnership has been a great example of how a National advertising campaign can drive through the line engagement. What's great to see is that we've made engaging and entertaining content that our audience have really engaged with, and we're thrilled this is connecting customers with the brand in a fun and memorable way.*

**Dale Wyatt, Director, Suzuki Automotive Division**



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