

# Industry Case Study

Turtle Wax DOOH Partner, rVue



## Campaign Objective:

Re-introduce to a new generation after multi-year sales decline.

## Proposed Solution:

Lead by cinema. Furious 7 release makes for perfect timing. Run "Break Out" in 2,500 theatres across the country. Unexpected placement, pop culture buzz, and big visual. Right audience, new generation, right associations.

## Results:

30 Million car-loving consumers saw Turtle Wax commercial in theatres. 44% of moviegoers under age 25.

## Key Takeaways:

- #1 Rated program of the week (5.3 rating with men 18-49) at >1/3 of the cost of a network TV spot.
- Expansive media coverage with 105% earned media vs. YA
- Increased awareness & excitement of new product technology.
- Elevated brand perception and relevance - 98% positive sentiment.
- "Break Out" video has been viewed 12X more than the average Turtle Wax video.
- Turtle Wax social engagement stronger than ever.

