

TRAILBLAZING THE FEED



OBJECTIVE

The small SUV market is one of the hottest, most competitive areas in the automotive industry and Chevy needed to launch its new entry. The Chevy Trailblazer is a stylish, small SUV tailor-made to speak to a key younger audience that Chevy wanted to win over. To do this, Chevy offered the Trailblazer in two unique trims that appealed to two very different audiences. The ACTIV trim had design elements built for the type of person who liked to kayak, hike and spend the night under the stars, while the RS was all about city life, built for the expressive, fashionable and trendy person of this youthful demographic. Either way, both of these groups were extremely active on social media, known for rapidly consuming and creating large amounts of content. So, we had to find a way to catch their attention and leave an impression.

STRATEGY

Our target audience is extremely active on social media, posting every adventure they take with their friends and family to their feeds. To this audience, posting on social media is not something that takes them out of the moment during an adventure, but instead it is just a natural part of the adventure.

So, our strategy was to launch the Trailblazer by demonstrating all the adventures they could take with the vehicle.

The creative idea was to make it look like the trailblazer was driving vertically up your feed and horizontally across your Stories, disrupting each post it was driving through. To do this we created a series of platform-unique social videos that showed viewers how they could be trailblazers in their own feeds while trailblazing in the real world.

We determined the best approach to create this optical illusion was through CGI. We could control the camera so what started as a normal looking car ad quickly shifted to a bird's eye view or a profile shot and then allowed the Trailblazer to break the plain and begin traveling through a series of posts. Then we needed to make sure each post it drove through represented the lifestyle of our target, as well as matching the personality of each vehicle trim.

In the end, this was much more than an optical illusion; it was a painstaking labor that represented what the Trailblazer was about while literally showing where the Trailblazer could take a driver.

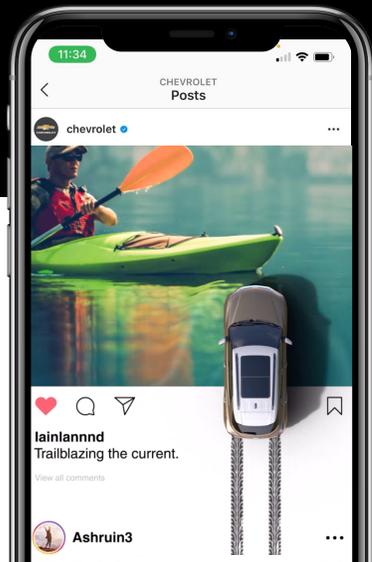
RESULTS

With five million paid impressions this content captured attention across the board on all social media channels with strong completion rates. On Pinterest, the content performed twice as high as standard video norms. And on Instagram the ads performed 141% higher than the average Chevy video ad.

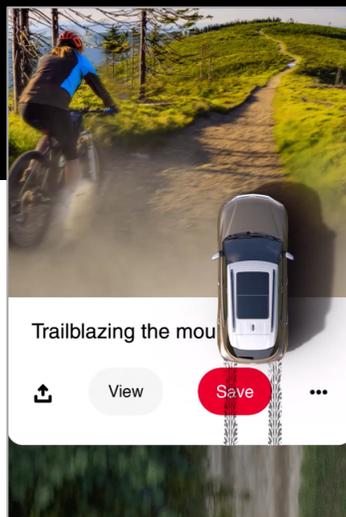
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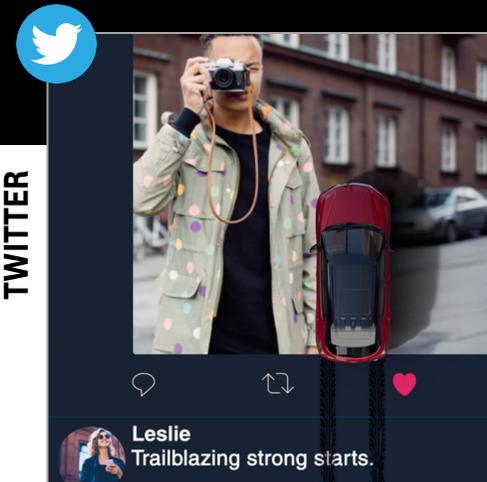
PINTEREST



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