

Boosting uplift & trust for luxury automotive brand

+14pt

brand awareness increase after
viewing GumGum's creative

+20pt

increase in brand favorability among
highest attention audiences

44%

Of those exposed to the campaign took (or will
take) action of some sort



**“Excellent quality advertisements
and very relevant”**

- Brand study respondent (M, 42)

Objective

A top luxury brand sought to increase brand awareness and perception—and to understand how key audiences perceived it.

Strategy

The campaign married wide-reach placements with segment-tailored creative to drive a 14-point lift in awareness, a double-digit uptick in perceptions (especially among women), and a 44% post-view action rate.