

Improving brand consideration through connection with racing enthusiasts

Objective

The luxury brand's racing division sought to boost consideration among racing enthusiasts and, in turn, drive interest in its core brand.

Strategy

By leveraging GumGum's contextual intelligence, we identified that the brand's audiences were most engaged with Racing, Sports, Home, and Real Estate content.

We then synced their campaign with key racing events and targeted these segments, driving stronger consideration for the core brand among racing enthusiasts.



Results



+11pt

Increase in brand consideration



+11pt

Lift in consumers who consider brand to be aligned in motorsports



+9pt

Increase in brand perception as exciting after viewing ads