

MADRID

Tactical Proposal

RENAULT
ZE

RENAULT ZOE
100% ELÉCTRICO

DRIVE THE CHANGE



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GRATIS DURANTE
2 DÍAS

PRuéBALO EN MADRID,
EUSKADI, BALEARES,
MÁLAGA Y SEVILLA.



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Briefing

- Annual media plan for Madrid Dealers
- Budget: 450K

Business Objective

- Monthly sales of 1000 units

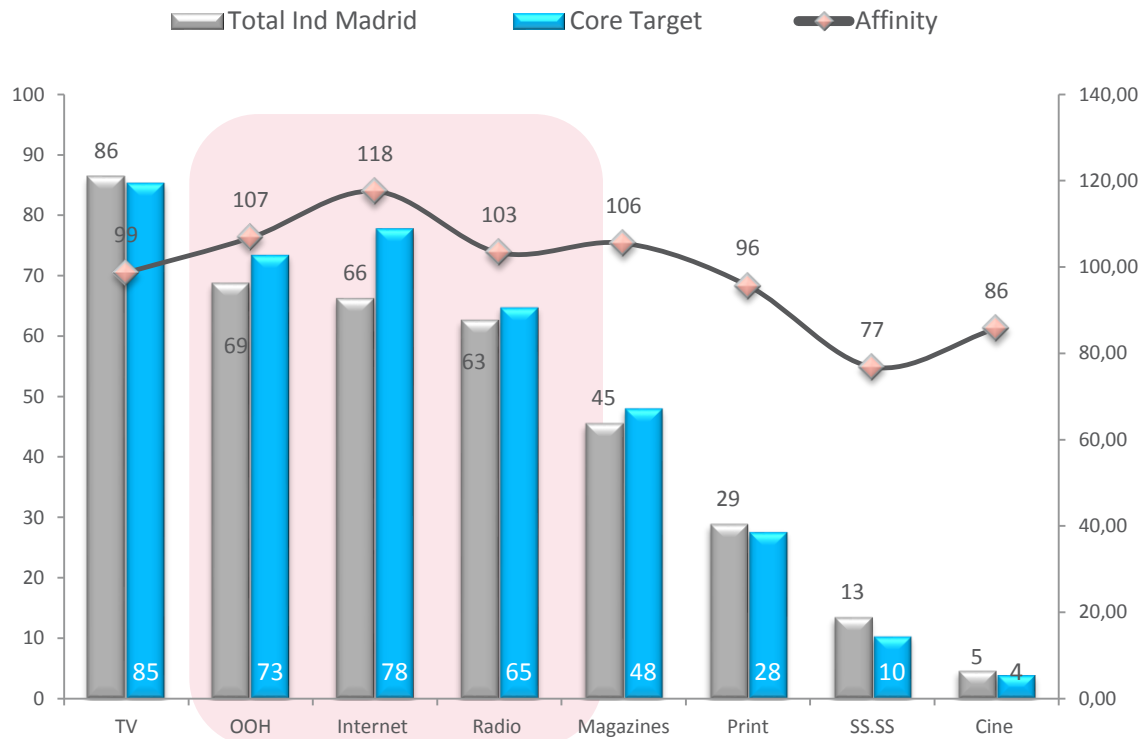
Media Objective

- Regional coverage
- Continuity media plan
- Drive traffic to dealers

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Media analysis

How media is consumed in Madrid by 20-54 ABC? after TV, the core target consumes OOH, Digital and Radio the most.



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Considerations after Media Analysis

TELEVISION



BAD

- Cost per grp expensive
- Low Audience in Madrid

GOOD

- High coverage, quick diffusion of message
- Credibility, image of advertiser

RADIO



GOOD

- High coverage, quick diffusion of message
- Allows to repeat the message many times

DIGITAL



GOOD

- High coverage, quick diffusion of message
- Allows to repeat the message many times
- Segmentation by Interest, Age, etc

OOH



BAD

- Expensive (Production not included)
- Difficult to buy by units (segmentation)

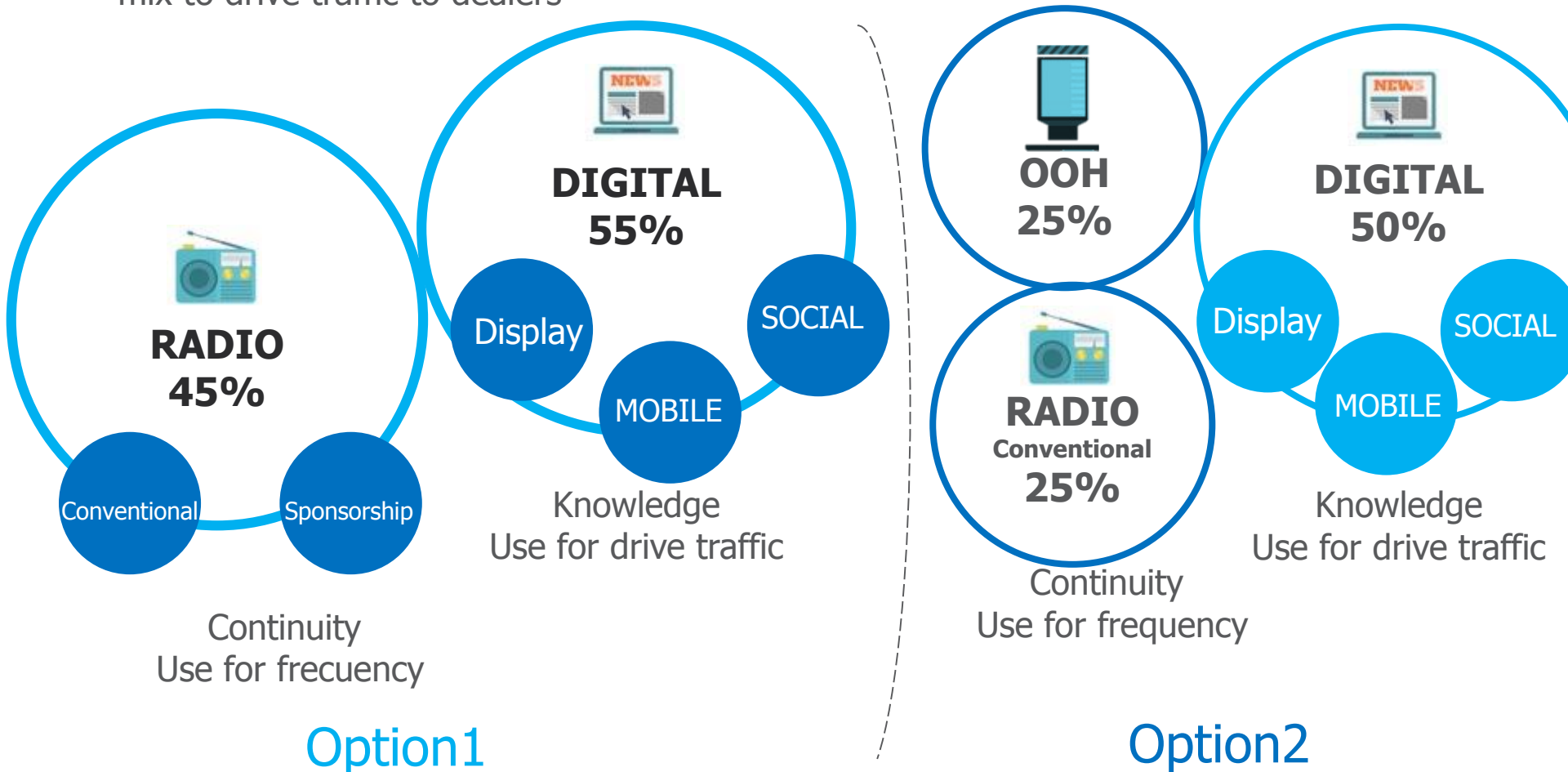
GOOD

- High coverage, quick diffusion of message
- Credibility, image of advertiser

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Media Mix

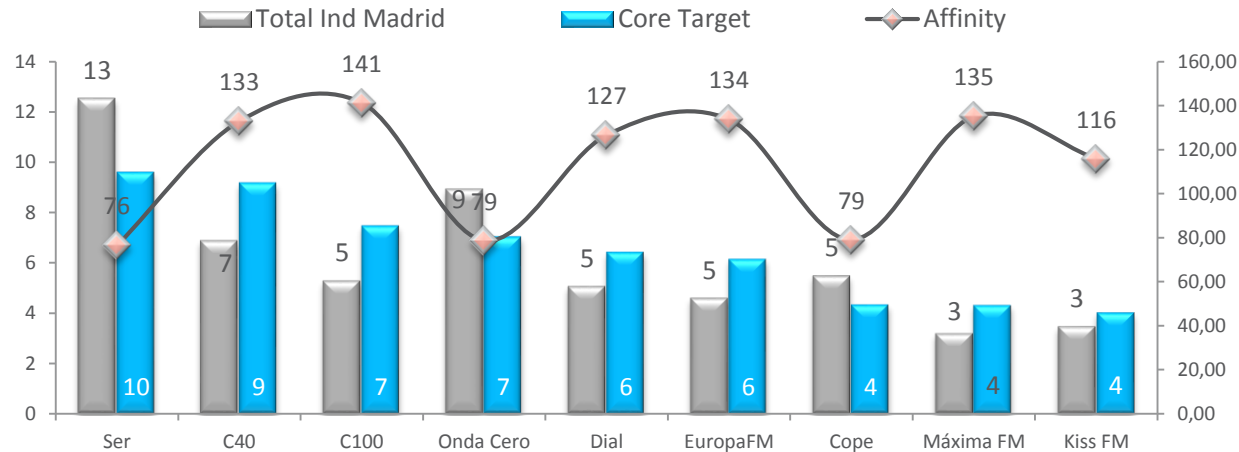
Once we have analyze the proper media to the target, we should select the optimum mix to drive traffic to dealers



MADRID 1000

Optimum media

- Radio:



An anual agreement with Prisa Group, A3 advertising, Kiss FM & Unidad Editorial that allows us to reach all targets during the whole year throught Sponsorships events*



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Optimum media

- Online:

MOBILE : Create a landing mobile map with geolocalization to the closer Madrid dealers



Display : Core target impacts interested in motor in Madrid.

Wide possibilities of segmentation

Standar ads formats with a very effective CPM buying



FACEBOOK :Segmentated campaign with standar ads

ROS creativities



TACTICAL PLANNING

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Tactical Planning – ZOE 100% ELECTRIC



Tactical Summary . ZOE 100% ELECTRIC OPTION1

Media Group			Nº Spots	Lenght	Budget
	Grupo Prisa	A3Advetising	Unidad Editorial	Spots and Sponsorships Estimated 3 x Channel and day	10 months
	Cadena Ser	Onda Cero	Radio Marca		
	C40	EuropaFM			
	Dial		Grupo Blanca		
M80		Kiss FM			190.000 €
TOTAL					190.000€

Format	Placement	Type	Lenght	Budget
Display	In rotation	Standard	10 months	125.000 €
Mobile	IP Madrid	Clic to Map	10 months	50.000 €
Facebook	In rotation	Standard Ad	10 months	60.000 €
TOTAL				235.000€

TOTAL + 25.000 Production Estimated * **450.000 €**

Tactical Summary ZOE 100% ELECTRIC. OPTION2

Media Group		Nº Spots	Lenght	Budget
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Grupo Prisa A3Advertising

Cadena Ser	Onda Cero	Not Spots Estimated	10 months	100.000 €
C40	EuropaFM			
Dial				

TOTAL 100.000€

Media Group	Area	Nº Spots	Lenght	Budget
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Clear Channel	Out of Capital	25 x 12 Dealers	2 weeks	50.000 €
Cemusa	Madrid Capital	325 units ad-hoc	2 weeks	50.000 €

TOTAL 100.000€

Format	Placement	Type	Lenght	Budget
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Display	In rotation	Standard	10 months	100.000 €
Mobile	IP Madrid	Clic to Map	10 months	50.000 €
Facebook	In rotation	Standard Ad	10 months	50.000 €

TOTAL 200.000€

TOTAL + 50.000 Production Estimated* 450.000 €