



CASE STUDY

Challenge

Faced with a challenging economic climate and the rising cost of living, the automotive industry was experiencing a slump in sales, and Maserati was no exception. With a stagnant market and pressure to produce sales, Maserati found itself in desperate need of a strategy that would drive sales and re-establish its brand presence.

Solution

Maserati made the strategic move to secure the front cover of The New Zealand Herald, prime advertising real estate on the country's number one daily newspaper. With over 1 million readers each week, the NZ Herald offers unparalleled access to affluent and engaged audiences like no other. This premium placement provided Maserati with the visibility needed to capture awareness and drive interest, positioning the brand for success in a challenging market.

Results

From prospects directly attributable to the NZME placement, Maserati gained the results they set out to see. This premium ad placement in the NZ Herald led to an increase in brand awareness, web traffic growth and ultimately generating an uplift in sale enquiries, resulting in **a number of high-end vehicles sold!**



"The NZ Herald front cover wrap was a fantastic placement to increase the awareness of Maserati alongside generating retail sales enquiries, resulting in the sale of a number of high-end vehicles from prospects directly attributable to the NZME product."

-Matthew Wales, Maserati Auckland Dealer Principle.

