

DODGE CHARGER—UNLEASH YOUR FREAK

Organic used Eyeblander to deliver ads that drove home the four most impressive characteristics of the Dodge Charger—power, speed, control and style. The campaign delivered entertaining content, video and product information that engaged their audience to respond and unleash their inner-freak.

CAMPAIGN OVERVIEW

Dodge Charger’s “Unleash Your Freak” campaign was engineered to engage a confident, tech-savvy, self-expressive, competitive audience. The campaign strategy was to generate excitement around the new *modern muscle* car and to encourage potential buyers to unleash their untamed inner spirit, actively participate in the campaign, and ultimately become Dodge Charger *hand raisers* (people who voluntarily request information). The campaign featured a number of online marketing programs, including a contest with an opportunity to win prizes, leading up to the chance to win four cars. The campaign utilized Eyeblander technology to deliver virtual key chains for contestants to find, as well as to deliver online videos and other valuable content directly within ad units.

“Organic worked with the Dodge marketing team to position the Charger as the ultimate muscle car, and each ad unit encourages consumers to ‘unleash their freak’ and enjoy a different flavor of the brand in an extremely effective and impactful way,” said Colleen DeCoursey, Organic’s VP and Chief Creative Officer.

DELIVERING THE ADS

“Unleash Your Freak” was one of the largest campaigns that Eyeblander delivered during 2005. This robust program ran seamlessly using Eyeblander’s streamlined, comprehensive tracking and delivery solution—delivering multiple ad formats with video to a host of unique web publishers. The campaign ran continuously from June through December. Millions of ad impressions were delivered on sites where the target audience was likely to be found such as SI.com, Fandango, USA Today and more.

CAMPAIGN SUCCESS

Using Eyeblander’s in-depth and comprehensive reporting, Organic was able to collect and evaluate valuable information about the effectiveness of the campaign. They learned that almost 1 out of 5 people who viewed an ad interacted with it for nearly a full minute. They also discovered that the “Unleash Your Freak” clickthrough rates were double the clickthrough rates for the automotive industry. “Eyeblander’s expert technology enabled us to deliver entertaining and engaging online experiences for Dodge. We were able to create and manage a broad interactive campaign with multi-formats, video and more, plus Eyeblander’s superior account management helped us implement all the aspects of the campaign and achieve success for our client,” explained Colleen DeCoursey.

Advertiser: Dodge Charger

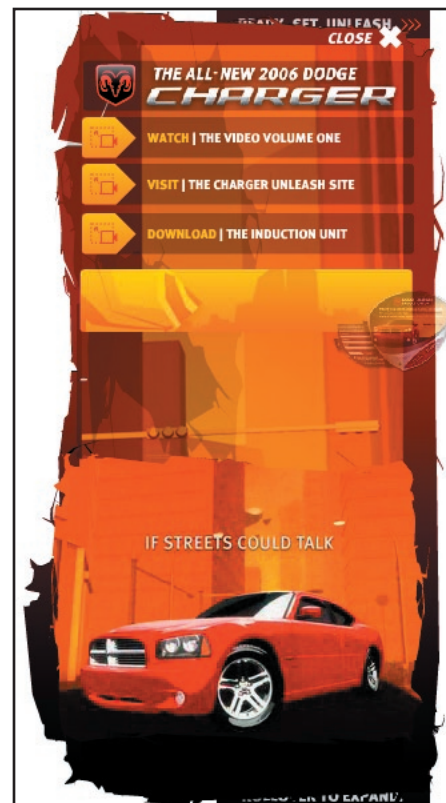
Creative Agency: Organic, Inc., US

Media Agency: Organic, Inc., US

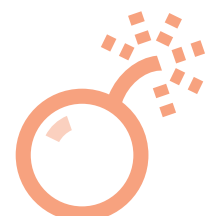
Eyeblander Formats Used: Expandable Banner, Polite Banner, Floating Ad & Standard Banner

“Eyeblander’s technology was absolutely the right choice to help make this campaign come to life. Viewers engaged with the campaign, spending time to learn more about the Dodge Charger.”

- Colleen DeCoursey, VP and Chief Creative Officer
 Organic Inc.



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