

Nissan Navara

'Made With Your Playlist' Press Release

A vehicle so intelligent, it can pick the ultimate soundtrack. Yours.

Nissan is more than an automotive company, it's a tech company that makes vehicles.

The new Navara was custom-engineered for South African terrains, which is why its payoff line is *Made For Your Journey*. To launch the new Navara, we needed an ultra-personalised digital campaign to highlight the thrill of the drive and Nissan's intelligent driving technology - while capturing our incredibly diverse audience's attention with a single, authentic voice.

We had to appeal to everyone from professionals, parents, off-roaders, to city slickers, farmers and, well, basically every South African ethnicity and race.

But with 35 languages and 11 official languages, how do you appeal to everyone and still make it personal? The challenge was solved with music and targeted data.

Spotify is the world's largest music streaming service with over 422 million monthly active users. They're the masters of the Internet when it comes to curating music data. Partnering with them enabled us to choose every single one of their 70-million+ licensed songs.

We tossed the Navara through challenging terrains and filmed a series of high performance sequences, then used different editing techniques to work with specific beats per minute. By rounding off tempo variations, we managed to craft edits that covered basically every music genre in existence.

When arriving on our platform, the audience was greeted with a Navara film that had no soundtrack. Using Spotify's streaming intelligence, users' data was scanned for their most loved songs. These songs were matched to the BPM of the correct film edit - allowing everyone to experience the Navara personalised with their favourite soundtracks from the world's greatest musicians - in real time. Combining the efficiency of technology with the heart of art.

This campaign contributed to Nissan Navara being amongst the top 10 selling cars in South Africa during the campaign, providing all-time high sales.

"We gathered highly insightful data from this campaign. We saw an almost 300% increase in social conversations about Nissan Navara during the campaign period. 70 times more traffic was also driven to the Navara landing page and one of the most significant statistics was that the search for 'NAVARA PRICE' increased by 399%. Personalisation was critical in driving engagement. And this campaign is proof of just that," says Mike Di Terlizzi, MD of Nissan United, South Africa.

Music elevates mood without relying on language. By tapping into everyone's diverse music tastes, Nissan partnered with Spotify to create a highly personalised and engaging experience for our audience. By picking the ultimate soundtrack... theirs.

Experience how the new Navara was Made For Your Journey.

Try it for yourself: www.discovernewnissannavara.co.za

Campaign website and full media kit: <https://madewithyourplaylist.com/>