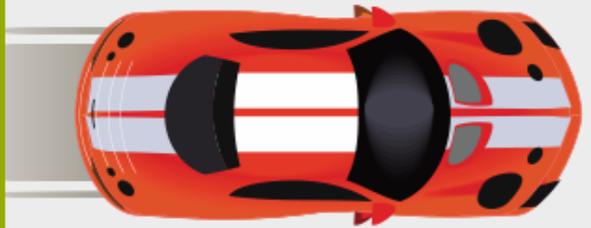




egtabites

get inspired by
... innovative ideas!



RTL and Renault: EXTREME ROADTRIP

This week, egtabites takes a walk on the wild side with an extreme sports road trip across France. Dutch broadcaster RTL Nederland delivered a unique 360-degree, digital first content partnership, combining compelling content with a smart use of multiple touchpoints, to promote the Renault Kadjar.

Hold on tight ...

The assignment: Stop Watching, Start Living!



Renault was looking to engage, inspire and motivate its target audience (men, 30+) through a 360-degree content partnership that would allow it to claim the extreme sports domain as its own. Renault's major objectives included commitment, inspiration and activation within its target group, with innovation, content creation and social integrations all being essential conditions of the campaign. EXTREME ROADTRIP offered the connecting point to make all of these happen.

With both RTL and Renault placing a strong focus on innovation and digital transformation, the stage was set for a winning partnership.

The concept

Three unknown but experienced extreme sports lovers took a road trip through France in a Renault Kadjar, starting from Paris and making ten stops in picturesque locations in order to participate in sports such as kite surfing, street lugging and downhill mountain biking. The trio was joined in each location by a celebrity or social media influencer.

Multi-screen format, digital first

RTL, Fuse Branded Entertainment Bureau and Towel Media teamed up to produce the multi-screen format, with content designed for every device. Content was distributed on a range of platforms: twice a week on Extremeroadtrip.nl, YouTube, RTL XL social media and on the TV station RTL 5 on a weekly basis for a period of ten weeks.

A brand promotion on TV and online activated viewers to *stop watching and start living*, driving them to engage with the various touchpoints. A [special website](#) allowed visitors to choose their own favourite road trip route and win a trip together with three friends in a Renault Kadjar, and test drives and brochures could be requested directly on the campaign page.



Results

EXTREME ROADTRIP achieved a high multi-screen reach within the male audience aged 30+. Qualitative research found that viewers perceived a good match between Renault and the content; positive aspects of the car were well communicated, and people were excited and motivated to design their own road trips.

Quantitative research among viewers and non-viewers showed that there was a very good sponsorship fit: 91% of viewers thought that the Renault Kadjar was a (very) good match with the content, due to the storyline, the sporty appearance of the car and the adventurous locations. 66% of the viewers recognised Renault Kadjar as the partner, with the car enjoying a better image and preference between the campaign's viewers when compared to non-viewers. The campaign generated additional awareness for the Renault Kadjar within the target group.

Why does this matter for egta members?

This campaign is a great example of taking great, engaging content – something TV broadcasters are exceptionally good at – and delivering it in an innovative and effective way, appealing to strong emotions.

Reaching and activating consumers on digital platforms alone is becoming increasingly difficult, with the online space beset by challenges of ad fraud and ad blocking, but when used in such a creative way digital offers brands a fantastic opportunity to elevate the effectiveness of their television presence through content partnerships and synergies.



Background info

Please click on the links below to access the relevant documents:

- » **EXTREME ROADTRIP website** (please click [here](#))
- » **RTL Nederland website** (please click [here](#))



Video

- » **[Click here to view the video](#)**