

MG Motor drives 8X Higher Engagement with 3D Swirl



MG Motor
www.mgmotor.co.in

“MG Motor is an experience brand. We are always on the lookout of solutions which help us position it accordingly in the market. 3D Swirl Ad Format aligned with our brand objective and has delivered on our expectations. Not only did the format help drive hours of engagement with our core audience it also proved to be more efficient than other ad formats we have been using. Look forward to using this for future car launches.”

Udit Malhotra
 Head of Marketing - MG Motor

“MG Hector sustenance has been one of the key focus areas for the Brand. 3D Swirl showed great results on engagement metrics including Engagement rate & CTR at a high viewability”.

Anand Unni
 Media Director (MP&B) - Interactive Avenues

The Challenge

MG launched its first car in highly competitive Compact SUV segment. The segment was being driven by new competitor product launches in last one year. As part its sustenance activity MG wanted to use novel creatives to drive engagement with the brand.

The Approach

Google team proposed **3D Swirl** mobile display format. This format is responsive to user scroll and allows deeper interactions with the product in the ad unit.

The proposed solution was implemented with the core audience (Auto Enthusiasts + Avid Business News Readers) to drive engagement amongst the right prospects.

The Results

3D Swirl creative was able to drive **8x Higher Engagement rate** vs Rich Media (RM) benchmark and 25% higher rotations/engagement (compared to auto vertical benchmarks) at a **70% viewability** & **4,600 engaged hours**.

8X

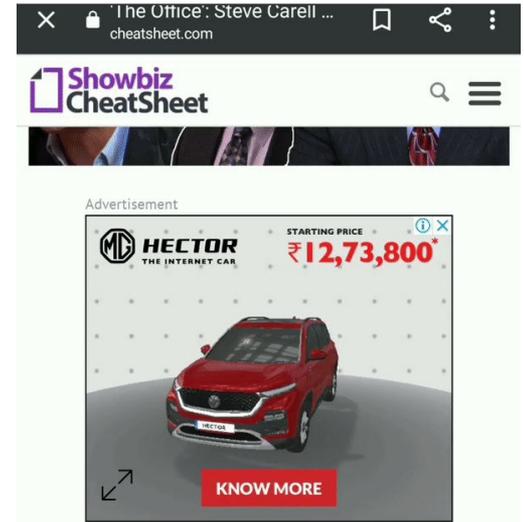
Engagement rate
vs RM
Benchmarks
(Engagements/
Viewable Impressions)

25%

Higher rotations/
engagement
compared to
automotive vertical
benchmarks

4,600

Engaged Hours



[According to Collider](#), the trouble apparently started back in 2010 when Carell was giving an interview with BBC. As his contract was nearing its end, he casually mentioned that season seven of *The Office* would “probably be my last year.” Carell wasn’t certain of that at the time, but as his contract had not yet been renewed, he didn’t have anything else