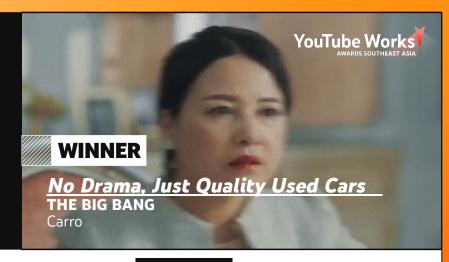


QUALITY TAKES THE WHEEL WITH CARRO



BACKGROUND

As Southeast Asia's largest online used car marketplace, Carro **addressed a lack of transparency** in the used car industry by leveraging proprietary pricing algorithms, AI capabilities and innovative technology, ensuring a trustworthy and transparent car-buying experience.

Carro was seeking a tactical approach to engage its target audience of young millennial families and Gen Xers with the aim of **effectively communicating its unique value** as a brand that provides a trustworthy and transparent car-buying experience.

APPROACH

With the target audiences' affinity for Korean/Hong Kong dramas, Carro created 'The Good Bad Son', a story about the son of a wealthy family who defies his mother's choice of a "partner". The surprising twist? The object of his affection is a pre-owned vehicle from Carro which is as good as new. Their well-crafted ad and humorous storyline was an engaging and novel approach within the automotive sector.

Complementing its distinctive edge in long-form content, YouTube enabled Carro to build an engaging narrative that hooked audiences effectively through YouTube's Skippable in-stream ads. Advanced contextual targeting via powerful YouTube Select Lineups also helped them set the stage to drive effective reach for this campaign. They strategically integrated their brand values into the narrative, reinforcing their brand message effectively.

RESULTS

1.3M

+32%

view

+22%

Leads volume in Q3'23 vs. Q2'23

Overall direct traffic to website uplift

""What better way to make it appealing to people than in the form of a love story, and in [the style of] Korean and Hong Kong dramas? Impact (of campaign was impressive and quite convincing, quite a strong case overall. -



lan Loon, Chief Executive Officer, Media & Digital, Singapore Chief Transformation Officer, SEA

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