



**Daniel Gregorious, Head of
Sales and Marketing at
MG Motor UK.**

"What tmwi has been able to do is give us fantastic advice on how to move from traditional media to digital, where we now spend the majority of our marketing budget."

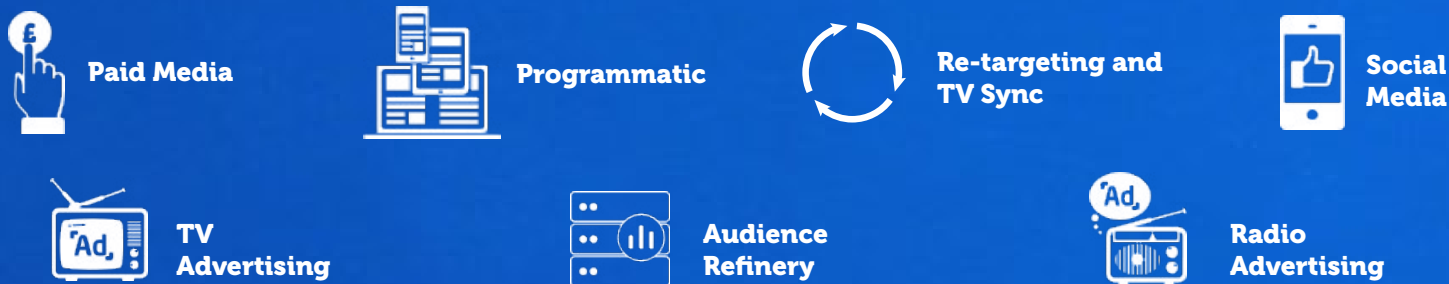
MG Motor UK has maintained its position as the fastest growing automotive manufacturer in the UK, recording its 24th consecutive month of year-on-year growth in October 2019.



Automotive Case Study

We transform businesses
through data-led marketing

What We Delivered



Client Goal: Digital Transformation

Daniel Gregorious, Head of Sales and Marketing at MG Motor UK:

"Our aims were to move from a very traditional 'automotive manufacturer' approach to marketing, to a very sophisticated digital one.

"Working with tmwi has helped us achieve that goal. Using their audience refinery, tmwi have

taken our budget and really maximised it.

"Finding that every penny of our spend is being used to drive people to our dealerships, or to our website, creating more test drives and ultimately more sales."

80%

Of spend is now digital*

Shift in Marketing Strategy

The iconic British brand, MG was re-launched in 2011 by one of the world's largest car manufacturers, SAIC. Its new range of MG models have been designed and engineered in collaboration with colleagues in Birmingham, Shanghai and its design studio in London.

tmwi first started working with MG Motor UK in 2017, when the majority of its marketing strategy was more traditional in its approach.

MG's previous agency had put a large proportion of media spend into offline and as a hangover from this, in 2017, the company put just 35% spend into digital.

tmwi's new marketing plan leveraged the ability to personalise and tailor digital content, placement and broadcast across different media channels to maximise impact, engagement, website visits and test drive sign-ups.

Additional KPI's included increased awareness

of its dealer network (as there's not widespread dealership presence), social media traffic and sales.

Working with the team at MG, a shift in strategy was implemented from offline to digital where they now spend approximately 80% of their budget.

In addition to this transformation of spend, to ensure budget was maximised, tmwi utilised its audience refinery to identify and target 'in-market' audience segments.

This highly filtered audience was then driven to the MG website and dealer networks using dynamic creative, display and other programmatic methods.

And it doesn't stop there. tmwi's media experts worked hard to intercept high level competitor offline spend by dominating key points of customer journey from print to display.

To further support local dealers, we even replaced previous local offline strategies with mobile geotargeted data-driven display and online video across all channels.

The Brief

MG provided a broad outline of the channel mix they initially believed should be considered for its target demographic, including television, outdoor, cinema, radio, online and internet (PPC and programmatic), social media and print.

The key goals across the year were to support lead generation for the 94 UK dealerships, the location of which were of particular importance as their dealership coverage is not nationwide, boosting test drive figures and in turn, sales of the MG3 and the wider range.

The MG team wanted to deepen their understanding of digital media strategies and looked for guidance in their proposed up-weighted digital spend.

tmwi's plan not only needed to detail proposed media, the likely circulations, estimated impressions, and click-throughs but also estimated test drive and brochure request numbers likely to be generated.

A clear rationale and supporting evidence was requested for the veracity given for each of the media chosen – including a detailed analysis of why each were considered relevant to the key demographic groups identified by MG.

Ad serving, tracking and detailed campaign reporting had to be included, with MG requesting ad-hoc additional reports and statistics regarding the general media landscape.

The Results

In contrast to the adverse automotive UK market conditions, where the automotive industry experienced a 3.6% decrease in total car registrations from 2016-7, which decreased further in 2018. MG increased its market share and exceeded KPIs with a 109% increase in its car registrations and a 103% increase in sales in 2018-19.

In Q1 of 2019, MG Motor UK celebrated a record start, with a YoY increase in car sales of 67%. This was, in part, thanks to a 170% increase in website traffic and an increase in test drives of 51%.

tmwi delivered maximum impact in analysing MG's customer journey and in doing so identified that its previous plan was not maximising their media spend.

"One of the things that's worked really well for us is our native, particularly through outlets such as Autotrader.

"Where the innovation in our activity comes is in the form of utilising tmwi's audience refinery, TV syncing and in-game advertising, which provided great results. MG is the first automotive manufacturer to utilise in-game advertising in Dirt Rally 2.0," added Chris Richards, Digital and Social Media Manager at MG Motor UK.

Daniel Gregorious, Head of Sales and Marketing at MG Motor UK, commented, "tmwi have been exceptional in instigating a shift in our marketing plan to maximise the ROI of our budget and aligning our digital and offline spend.

"We are delighted with the results of our collaboration thus far and the strengthening position of MG in the UK since 2017. With a number of new announcements coming in 2020 and beyond, the challenge now is to keep this momentum going."

37%

Increase in web traffic

54%

Increase in test drives

578%

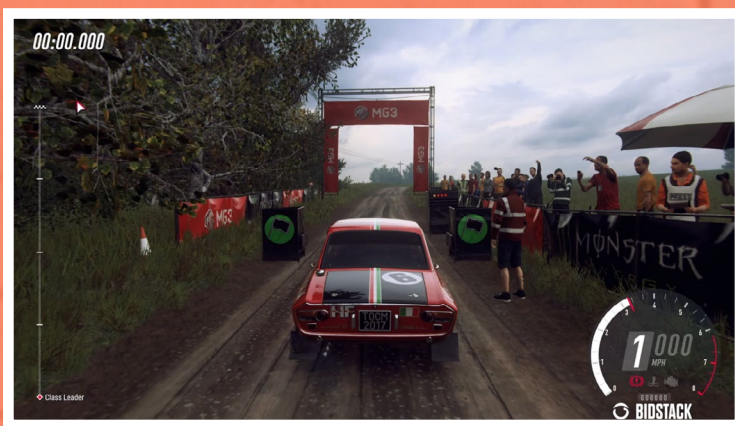
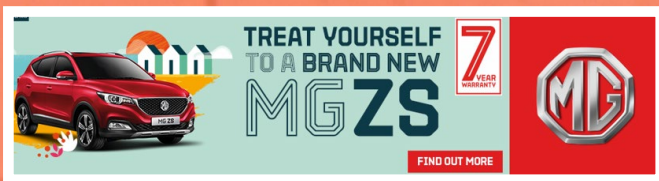
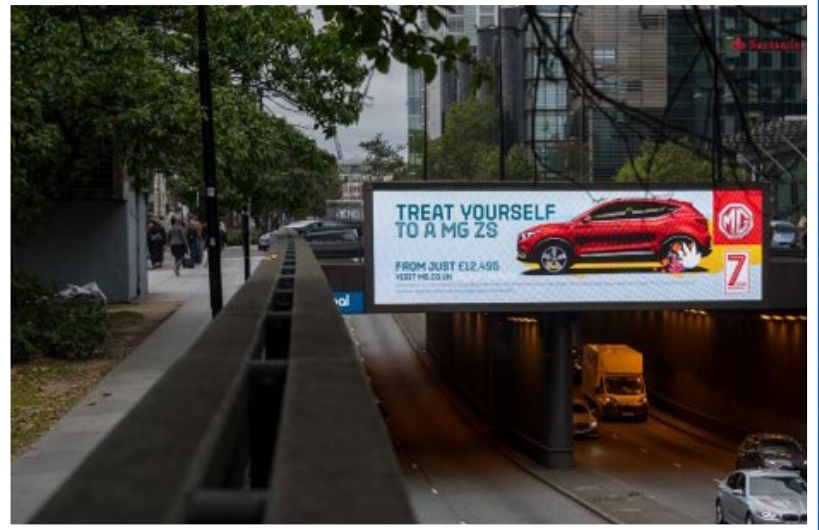
Increase in display traffic

286%

Increase in test drive enquiries from PPC YoY

Media Placement

Out of Home



In-game Advertising

Display

Terms



MG ZS EV
FROM JUST £21,495^{*}

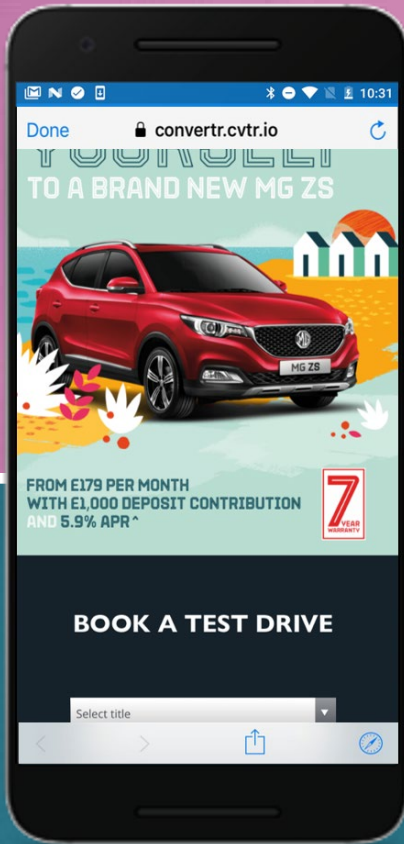
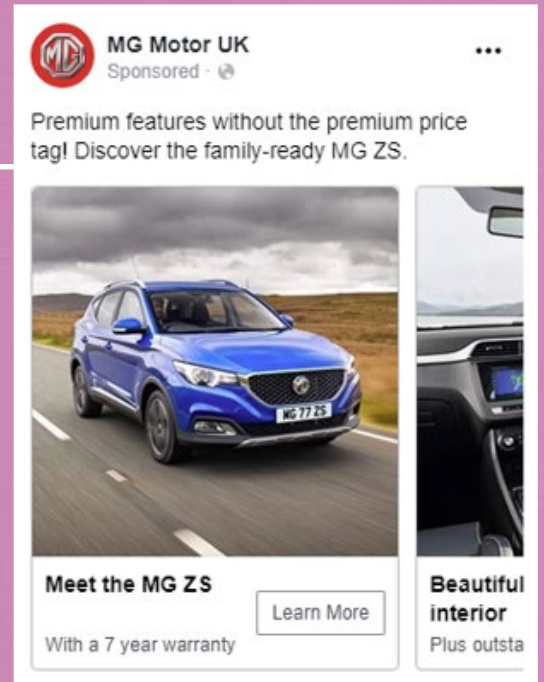


7 YEAR WARRANTY

DISCOVER MORE →

^{*}From £21,495. Offer applicable for the first 2,000 retail orders on MG ZS EV.

Paid Social

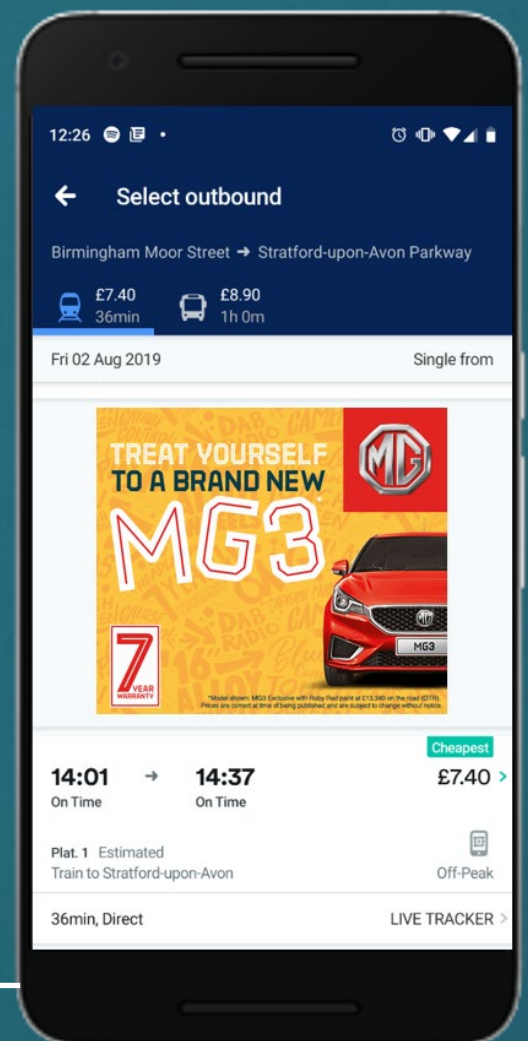


Lead Gen Display



Dynamic Page Skins

Retargeting



tmwi House,
Shottery Brook Office Park,
Timothy's Bridge Road
Stratford-upon-Avon,
Warwickshire,
CV37 9NR
Tel: (0)1789 868019
Email: marketing@tmwi.co.uk
www.tmwi.co.uk



2019



2018

