

CASE STUDY

# MITSUBISHI MOTORS' SPONSORED CONTENT PAYS OFF THROUGH HIGH ENGAGEMENT

## THE CHALLENGE

Mitsubishi Motors wanted to highlight their brand in Canada and promote the Mitsubishi Mirage G4 Sedan. The content in this campaign was designed to drive positive perception of the brand and position Mitsubishi Motors as an innovative company that makes the best-backed vehicles in the country.

## OUR SOLUTION

The brand used Pressboard's platform to place sponsored content on six major media publications across the country. The content showcased the brand and their new Mirage G4 through articles about road trips and must-have car features.





### Three Must-Have Features of the Ultimate Road-Tripping Vehicle

May 24, 2017

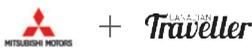
Imagine driving further, and with ease, across Canada's open roads. Picture making the most of your summer on the road, leaving nothing behind but the cubicle.



### 8 Stunning Road Trips to Celebrate Canada's 150

May 29, 2017

Load your playlists, fuel up and crack the windows - it's time to hit the open road. Arguably the best way to experience a country, road trips are all about the journey and beg for spontaneous detours along the way.



### The Best Car Features You Need For Summer

May 24, 2017

Summer is quickly approaching, and what does that mean? Plenty of road trips, weekends out of town and enjoying the great weather from behind the wheel of your car.



## CAMPAIGN HIGHLIGHTS



More than 2x the average Active Reading Time benchmark for automotive content.



Generated over 1K social media engagements.



Four articles had average scroll rates above 80%.

NOTABLE LIFE

5 Crucial Decisions to Make Before Your Next Road Trip

Presented by MITSUBISHI MOTORS

The story was labeled as being presented by Mitsubishi Motors

Branded footer and footer image accompanied each story

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