

# 2018 CAMARO ZL1 1LE CONQUERS NÜRBURGRING



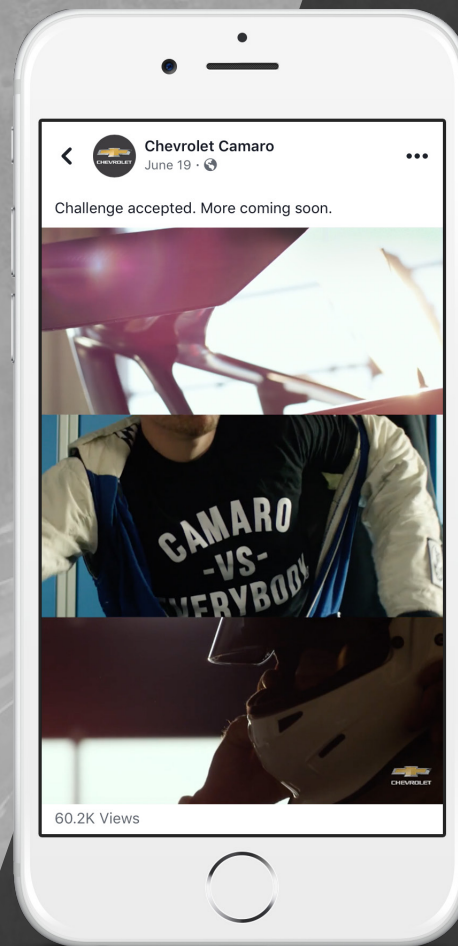
## OVERVIEW

Lap times at the world famous Nürburgring Nordschleife, known as the most challenging track in the world, are the ultimate competitive measuring stick for high-performance cars and auto manufacturers. So, when Chevrolet went to Germany to test the new Camaro ZL1 1LE to put their stake in the asphalt, we saw this as an opportunity to do more than just the traditional video release targeted at the enthusiast outlets. It was an opportunity for strong integrated storytelling for both earned media and Chevy's owned social channels.

**WATCH CASE STUDY >>**

## APPROACH

Nürburgring lap videos are far from rare, so we needed to make it as badass and exhilarating as the car itself. We wanted the video to stand out from all the others online. So, we researched and drew inspiration from the hottest racing video games, captured footage needed at the track, and designed an interface to make the lap video feel as modern and interactive as being behind the wheel.



**WATCH TEASER >>**

## THE TEASE

To generate buzz from the holeshot, we posted a vertically formatted teaser video on Camaro's Facebook channel three days before its unveiling. This post, accompanied by targeted media pitches, **GENERATED 24 ARTICLES** by key influencer/enthusiast outlets, with most embedding the Facebook video.

**CHEVROLET TEASES  
CAMARO ZL1 1LE NÜRBURGRING  
LAP TIME VIDEO >>**

**THE DRIVE**

**CHEVY TEASES  
CAMARO ZL1 1LE NÜRBURGRING  
FAST LAP VIDEO >>**

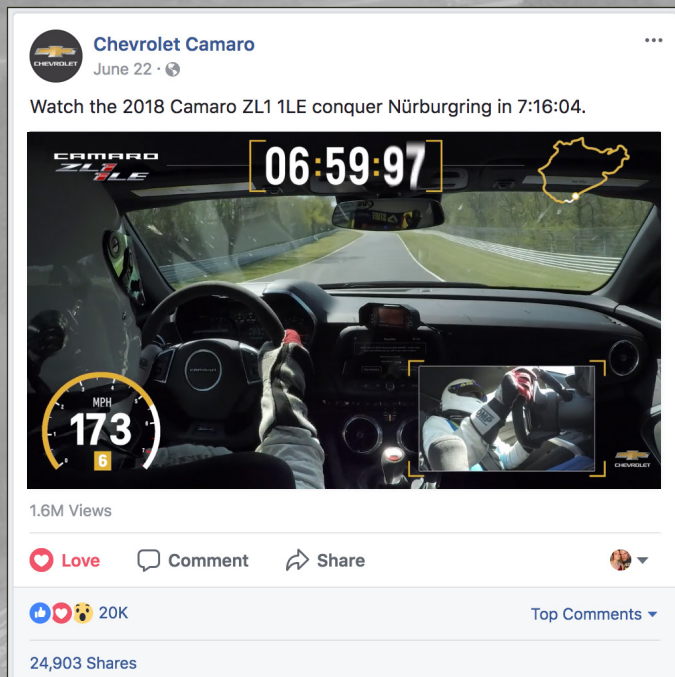
**motor 1 .com**



## THE RELEASE

We then released the full 7-minute lap video to coincide with the Camaro ZL1 1LE media drive, at which Camaro's Chief Engineer and Nürburgring lap driver were in attendance – making it easy for journalists to get the full story and conduct interviews. The well-orchestrated release timing helped generate 158 online news stories; 40% of which embedded the full-length video.

In addition, Camaro's Facebook community went wild, generating over 1.6 million organic views, with 74% of them coming from shares.



[WATCH LAP ON FACEBOOK >>](#)  
[VIEW PRESS RELEASE >>](#)

## THE RESULTS

We knew the Camaro's lap time would garner coverage without much effort, but through integrated storytelling and powerful creative content, we transformed what would have been standard coverage into a powerful moment for Chevrolet enthusiasts around the globe.

**TO DATE, COVERAGE OF THE  
NÜRBURGRING LAP AND TEASER VIDEOS  
HAVE GENERATED:**

**182** ONLINE &  
PRINT ARTICLES

**2.3MM** TOTAL VIEWS ON  
FACEBOOK & YOUTUBE  
(WITH NO PAID SUPPORT)

**74%** FACEBOOK VIEWS  
FROM SHARES

**42%** OF ARTICLES EMBEDDED THE  
FULL LAP OR TEASER VIDEO

ZL1 1LE IS OFFICIALLY  
THE FASTEST CAMARO ON  
THE NÜRBURGRING >>



HERE'S WHY THE 650-HP CAMARO ZL1  
1LE IS JUST TOO DAMN DANGEROUS  
TO BE SOLD IN EUROPE >>

**MAXIM**

WATCH THE  
CHEVROLET CAMARO BECOME  
A NÜRBURGRING HERO >>



2018 CHEVROLET  
CAMARO ZL1 1LE LAPS 'RING  
IN 7 MINUTES, 16 SECONDS >>

**MOTORTREND**