

MASTER-BUILDING THE ALL-NEW 2019 CHEVY SILVERADO

OVERVIEW

The pickup truck is the lifeblood of the automotive industry. It's the product companies depend on for profitability. With the All-New Chevy Silverado launch underway, our traditional truck buyers were engaged, but since this is a truck for everyone, we needed to speak to a larger demographic.

Partnering with LEGO and Warner Brothers we reached a new audience in a way that could only work on social media.

EXECUTION

To kick things off, Chevy and LEGO built a full-size Silverado using actual LEGO bricks. We created a time-lapse video of the build and posted it on Chevrolet, LEGO and The LEGO MOVIE 2 social channels, timed with its live debut at the North American International Auto Show. The content earned 1.9 million organic impressions.

But we were just getting started.

In alignment with the larger integrated campaign that spanned across traditional and digital channels, we utilized the main characters from the movie to act as spokespeople for our new truck. Our content showcased the virtues of the Silverado while playing out specifically for reactions from social media audiences.

First, we made light of the common myth that no one has their sound on while using social media. Emmet, the lovable star of the movie happily extolled to Wyldstyle, the adventurous costar, all the benefits of the All-New Silverado only for her to say that there was a high chance that audiences weren't actually watching with any volume.

Then, with our next piece of content, we created a story around the fear of livestreaming. With separate endings for Twitter, Facebook and Instagram, we had our heroes using a Silverado to get away from a villain and ended with the characters interacting with each social networks' unique engagement icons.

Finally, we turned viewers into Master Builders with a one-of-a-kind Instagram Story using stop motion to let the audience build their own LEGO Silverado. Each tap added a few bricks and once completed, everyone was encouraged to swipe up so they could build the real thing at Chevy.com.

RESULTS

In total, we were able to reach audiences across Facebook, Instagram, Twitter and YouTube, earning a total of 6.2 million organic impressions.

And it gets better. In comparison to other Chevrolet paid Facebook ads, this campaign performed at 19 times the average overall engagement, including likes, comments and shares.

Proving that if you speak to a new audience on social media, in a language they understand, they will engage.

19X AVERAGE
ENGAGEMENT ACROSS
PAID FACEBOOK ADS
6.2 MILLION
ORGANIC IMPRESSIONS

**WATCH
VIDEO**



MAKING EVERYONE MASTER BUILDERS



OVERVIEW

The launch of the All-New Chevy Silverado pickup truck was underway, and we found a way to break the mold by capturing the attention of untapped audiences while exposing them to the new truck. A partnership campaign was taking place between Chevy and Warner Brothers with The LEGO Movie 2, and while traditional and digital campaigns were occurring, we needed to stop people in their tracks and give them an immersive experience that could only play out on social media.

In The LEGO Movie 2, there are characters known as Master Builders, who can build anything they want with the LEGO bricks around them. A theme from the movie is that anyone can achieve this status, so we decided it was time to make everyone who follows Chevy on Instagram a Master Builder.

EXECUTION

Introducing, Tap to Assemble, a one-of-a-kind stop motion execution that hacked Instagram Stories with 23 chapters, making it feel like you (the viewer) were building a LEGO Silverado brick by brick with each tap. We worked with Warner Brothers to create an accurate look and feel that matched the animation seen in the marketing campaign and the movie.

As the sequence played out, we had star characters of The LEGO Movie 2 appear and provide commentary that highlighted the virtues of the real Silverado, ensuring that product messaging was loud and clear even during this playful activation. At the end, we had a character appear and tell the audience they could now swipe up to build the real thing at Chevy.com.

130,600
FIRST CHAPTER
ORGNAIC IMPRESSIONS

[WATCH VIDEO](#)

RESULTS

In total, the Story achieved over 130,600 first chapter organic impressions with 60% of those users completing the entire sequence. For context, our completion rate was almost equal, in itself, to the average impressions received for a first chapter of a typical Chevy Instagram Story. Finally, add to this that the content was so positively received, that it earned 4,000 engagements, among the highest of any Chevy Instagram Story.

So, while it is a common adage to create short Instagram Stories that finish within three to seven chapters, this proves that when you give people something truly unique, they are happy to tap along to the end.

