

ALETHEIA
MARKETING & MEDIA

CASE STUDY



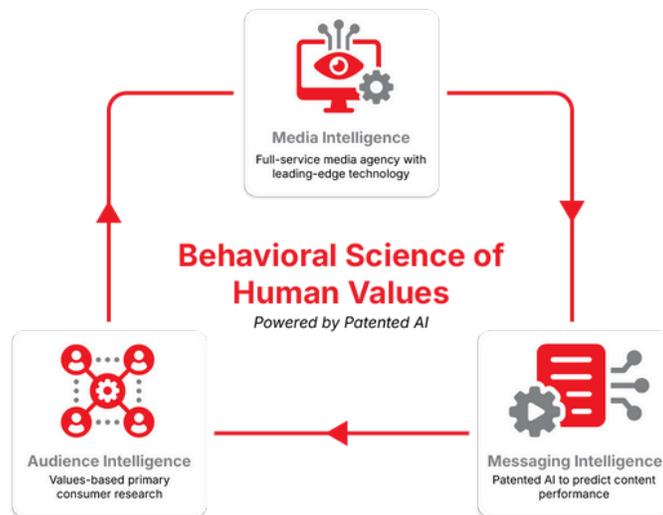
CHALLENGE

DRIVING ONLINE PRE-ORDERS FOR A SOLAR-POWERED ELECTRIC VEHICLE TO THE MASSES FOR AN EMERGING AUTO MAKER.

Zenzi™ ValuesBase™ research identified multiple Seekers who fit the profile of a prospective buyer for this innovative vehicle. This allowed us to leverage consumer motivators based on their ValuesType:

- Solar Mobility appealed to Freedom Type.
- Sleek design appealed to Achievement Type.
- Sustainability appealed to Purpose Type.

Our research data empowered us to design a strategic media plan with campaigns crafted to connect messaging to the target values using contextual signals, keyword targeting, and custom audiences.



RESULTS

40%

CPA UNDER GOAL

300K

PREORDERS
PURCHASED

4M+

WEBSITE USERS