

# Buick Achievers Scholarship Program

Campaign Dates: February 10 - March 15, 2011

## GOAL

Drive awareness of the newly announced Buick Achievers scholarship program in conjunction with Verizon's launch of the Apple iPhone to a new highly engaged mobile audience.



## CAMPAIGN OVERVIEW

Buick and mobile ad partner, Millennial Media, launched a five-week initiative in conjunction with Verizon Wireless' launch of the Apple iPhone to raise awareness of the newly announced Buick Achievers Scholarship program. Buick promoted Buick Achievers via an exclusive two week advertising campaign across Millennial Media's network of mobile websites and applications on the Verizon Wireless iPhone.

## SUMMARY

**STRATEGY:** Starcom (GM's agency of record) collaborated with Millennial Media to present this strategic first to market campaign to Buick as a unique and interactive way to promote their GM Foundation funded scholarship program.

**MOBILE-SPECIFIC TARGETING:** The campaign targeted Apple iPhone users as the device debuted with Verizon Wireless.

**EXCLUSIVITY:** By being the exclusive advertiser with Millennial Media, Buick was able to connect with more users and tap into the social and viral aspects of mobile as the highly engaged subscribers were introduced to the long-awaited Verizon iPhone.