

Nissan raises global brand awareness with an influential audience using LinkedIn Sponsored Updates

“LinkedIn Sponsored Updates have widened our audience interest for all of the Nissan brands. We use these updates to encourage people to dig deeper into our business, engage with Nissan, and share content of interest with their professional network. Through native advertising – LinkedIn Sponsored Updates – we reached senior-level professionals, driving brand equity with an important and influential audience.”



DeLu Jackson
GM and Chief Digital Officer
Nissan

Challenge

To expand the reach of its marketing efforts and build brand equity globally, Nissan required new ways to deliver engaging, shareable content across a broad, yet high-quality audience. When Sponsored Updates debuted, Nissan saw the chance to deepen awareness of its brand with LinkedIn members, while also taking advantage of a first-to-market opportunity.

Solution

LinkedIn Sponsored Updates helped Nissan reach a high-value audience in an environment where they are receptive to engaging with brand messages. Sponsored Updates delivered Nissan’s content to members’ news feeds alongside organic content, creating broad, worldwide impact and building brand equity.

As part of its Sponsored Updates campaign, Nissan:

- Reached a senior-level audience across the globe
- Gained instant feedback on which content drove the most engagement
- Created broad global impact for brand messages

Results

LinkedIn Sponsored Updates successfully drove engagement with a senior executive audience composed of Vice Presidents, C-Suite, and Business Owners. Nissan received up to 1% engagement rate with this influential audience globally, but more importantly, it allowed them to build relationships with a key audience in a meaningful context.

Campaign Screenshots




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We're expanding, with three new manufacturing plants in the United States, Brazil and Mexico. Our nearly-complete facility in Aguascalientes, Mexico, for starters, will create 3,000 new direct jobs and another 9,000 within the supply chain and greater community. It's also part of our plan to produce cars closer to where they're sold.




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Nissan's Sponsored Updates drive high engagement among senior-level professionals with content about global expansion and innovation



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When we look for inspiration, the sky's the limit. That's why a group of our top designers met the US Navy's elite flight demonstration team – better known as the Blue Angels – at their hangar in Pensacola, Florida. As the pilots took the Nissan GT-R for a test drive, our team studied the fighter jets inside and out. The supersonic innovations that they found will wing their way into our cars in the future.



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Nissan's Sponsored Updates used compelling images to encourage sharing and clickthroughs

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