

Volvo Cars brings brand stories to life with authentic customer content

Background

Born in 1927 with the sole goal of making cars stronger and safer, the Swedish automaker has become a global leader by always putting people first. Committed to a future of innovation around that ethos, Volvo Cars partnered with StoryStream to celebrate the people behind their products and bring their founding message to the forefront of their global marketing.

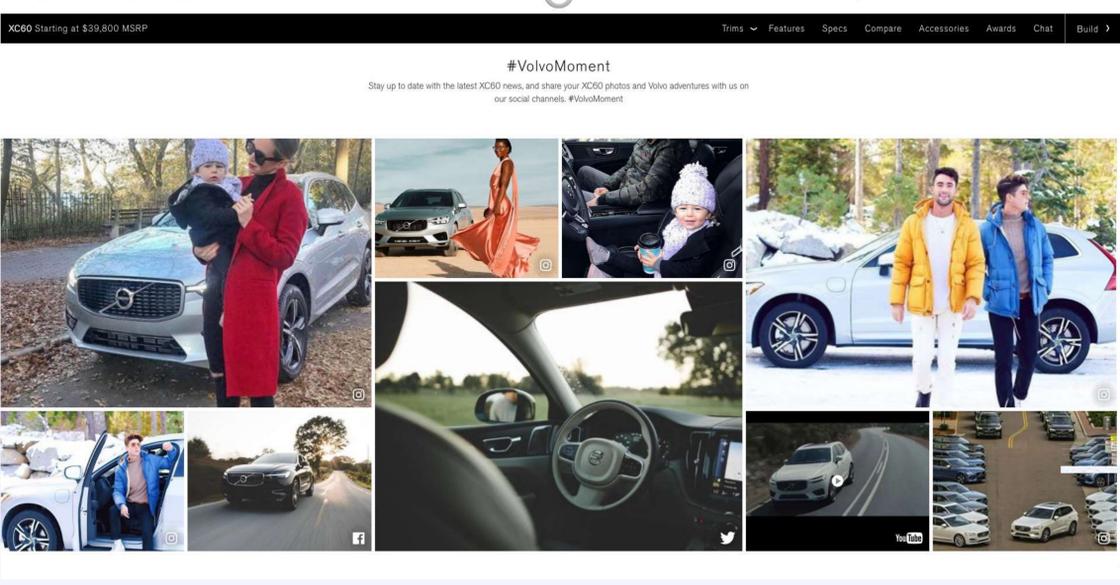


Goals

- 01** Provide an authentic, targeted website experience through more human content
- 02** Inspire and drive car configurations through model pages
- 03** Manage global news content across markets in real time

Providing an authentic, targeted website experience through more human content

To power truly unique, human focused customer experiences across the UK, US and twelve other global markets, Volvo Cars began by automatically sourcing up to 65,000 authentic, relevant and trusted content items per month through StoryStream and centralised those assets into country level content libraries.



Content was collected from Instagram, Twitter and Volvo Cars own brand channels with an emphasis on capturing the true life adventures and moments customers were enjoying with Volvo at the heart of their experiences.

This layer of authenticity brought to life Volvo Car's delicately crafted brand messaging by instantly translating key product features into powerful real world benefits at a glance.

These powerful, emotive scenes were aptly captured under the #VolvoMoment and #VolvoLive banners and showcased globally across 24 pages through StoryStream's plug and play Widget StoryBoards.



With StoryStream, we're able to do something that's traditionally very difficult. The content we collect and publish enables us to show what being a Volvo owner really means, so prospective customers can relate to our message on a much deeper level. Adding that crucial layer of authenticity has been effortless using the StoryStream platform

DAVE COTTRELL, DIGITAL & SOCIAL MARKETING MANAGER, VOLVO CARS UK

Driving car configurations through model pages

With contextualisation as the focus, highly targeted model page content was collected and published based on hashtags around the incredibly popular XC40, XC60 and XC90 models in addition to S60 and S90 ranges.



Unlocking the full potential of social proof, the Volvo Cars team capitalised on the increased visitor engagement by moving customers through the purchase journey with StoryStream SmartGoal CTAs.

The results were dramatic, with 64% of those opening content progressing to configure their own version of featured models, driving up to 9,500 prospective buyers per year to take valuable actions such as car configurations via StoryStream content in the US market alone.

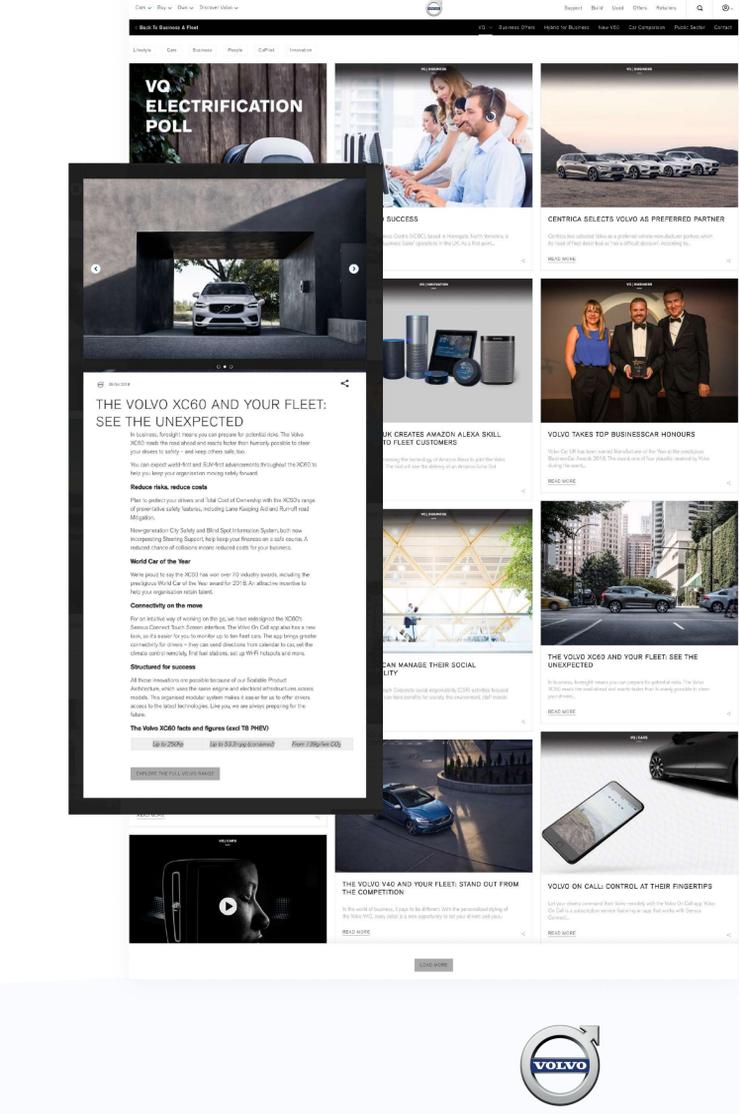
Crucially, the team were able to do all of this while bypassing the extensive complexities of the core business CMS by effortlessly updating content in real-time with just the click of a button.



We have seen great success from the addition of StoryStream to our site. It solves an issue we were trying to deal with for years prior... they have driven the completion of thousands of high value tasks in the past year that we might not have gotten otherwise

KATE REHILL, WEBSITE CONTENT MANAGER, VOLVO CARS USA

Publishing and managing news content in real time



Further leveraging StoryStream's native publishing solutions, Volvo Cars were able to solve the challenge of sharing key brand and product updates with customers globally.

Creating dedicated news hubs at both country and international level, StoryStream's native content creation tools were employed to empower teams to create news articles in minutes when important brand, model or commercial updates surfaced and publish those insights instantly without the typical challenges and lag time involved with relying on CMS gatekeepers.

In the UK, Volvo Live was created to share engaging brand stories, key achievements and product updates with consumers considering making Volvo part of their lives.

Internationally, Fleet Hubs were launched to effectively communicate the brand ethos, vehicle reliability and product innovation to differentiate Volvo Cars as a leading prospect for potential commercial customers.

The outcome has seen visitor engagement on these pages soar up to more than 5 minutes on every visit during the customer purchase journey.

StoryStream has enabled Volvo Cars to easily deliver the kind of exceptional and dynamic content experiences our customers expect in a quickly evolving automotive industry.

The platform's flexible solutions offer our global marketing teams efficiency in getting new concepts live. We're looking forward to seeing the full result of the current roll-out and rolling out more markets very soon.

FREDRIC LUNDKVIST, SENIOR MANAGER DIGITAL MARKETING EXPERIENCE, VOLVO CAR GROUP