



# MTM CASE STUDY: Automotive

## OBJECTIVE

A major automotive manufacturer sought to increase consideration of a new luxury sports car.

## SOLUTION

Megaphone targeted podcast listeners in-market for a new automobile.

## RESULTS

The campaign successfully drove both familiarity with and favorability for the sports car model, as measured by a third party brand study. The lift in purchase intent was especially impressive given the product was a high-ticket item.



**55% lift**  
in brand recall



**15% lift**  
in model favorability



**13% lift**  
in familiarity



**11% lift**  
in purchase intent

