

Carat SA together with Carat Asia Pacific won three Tangram Awards @ Spikes Asia

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Carat South Africa, in collaboration with Carat Asia Pacific Singapore, won three awards at the Tangrams @Spikes Asia Festival, for their Opel Adam on Tinder campaign.



HIPSTER ADAM ON THE MOBILE DATING SCENE IN SOUTH AFRICA

CHALLENGE
Reintroduce the cute quirky Opel Adam to a bored, hard to engage audience – Affluent South African Hipsters

ADAM PUT HIMSELF OUT THERE
Research showed 44% of hipsters use a dating website every week. Multi-personality Adam was perfect for the dating scene: Adam, Adam Jam, Adam Glam, Adam S & Adam Rocks – a car for anyone. We grabbed attention using hip dating app Tinder – as yet untouched by brands in South Africa - where endless choice is core to the user experience. Multiple videos and profile cards meant everyone could find their perfect Adam. After swiping right they could talk direct to a local dealer (allocated based on location) to chat and set up a "date" (test drive) – replicating the app experience therefore keeping our hipsters happy.

RESULTS

- We got their attention – engagement up 2,500% from standard digital campaign
- Sales increased 65% during campaign period
- Media:Sales ratio 8:1

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The team was challenged to build sales of Adam through making an emotional connection and thereby gaining market share. Opel Adam is a cute, quirky, highly customisable, super mini that is designed to appeal to a young primarily female customer. These women are more interested in their careers, social life and the opposite sex than new cars. Using CCS data, reporting that 44 % of women use dating websites on a weekly basis, Carat SA and Carat Asia Pacific saw the opportunity to marry the data and dating, through the use of the popular dating site Tinder. The results were phenomenal, with Adam sales increasing by 65% during the campaign. Adam outsold MINI and FIAT 500 in February (Read full case study [here](#)).

Carat was shortlisted in four categories of which they brought home the following three awards:

- Tangrams Media Strategy: Cars & Automotive Services - Silver
- Tangrams Digital Strategy: Cars & Automotive Services - Bronze
- Tangrams Digital Strategy: Digital Innovation – Bronze

This co-created campaign has also received numerous other accolades, including two Silver Awards at the highly regarded Global Dentsu Aegis Network Innovation Awards.

The Tangrams Effectiveness @ Spikes are Asia Pacific's foremost awards, honouring clients and their agencies for marketing strategies through delivering results that transform businesses and brands. The entries are evaluated by a panel of top client and agency professionals against stringent criteria. Spikes Asia, is the leading creativity festival in Asia and is the region's most prestigious awards for creative communications.

When asked about her teams' success Celia Collins, Managing Director for Carat Johannesburg said, "We are delighted to win such an award with our Singapore office, it shows true collaboration and integration."

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