

# fonemedia × Sinclair Group

Automotive Vehicles Awareness

## The brief

With 75+ years in the UK automotive industry, Sinclair Group aimed to raise awareness for Defender 4x4 vehicles.



**Mobile Plus**  
particular audience

- Geographic
- Language
- IAB category
- Demographic
- Keyword
- Pre-built audience

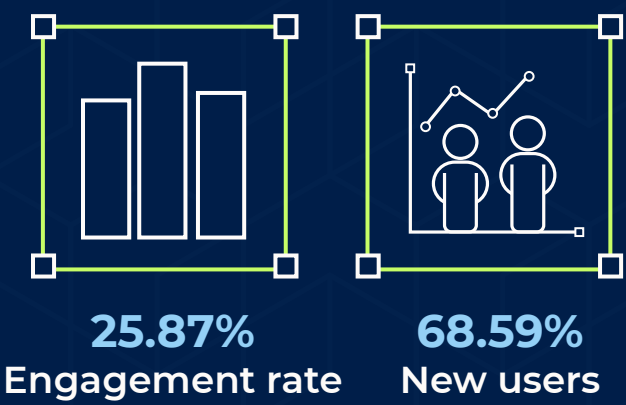
1.45%  
CTR

87.14%  
Viewability rate

## The solution

Using Mobile Plus, the Campaign Delivery team crafted **tailored strategies** to reach a relevant audience. Our creative team developed interactive rich media artwork to **engage users effectively**.

## The results



This approach achieved a **25.87% engagement rate**, demonstrating the impact of rich media on the target audience.

GA4 data showed that **68.59% of new users** visiting the landing page URL came through ads run by fonemedia, proving the campaign's success.

## About fonemedia

### Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.

### Contact us

info@fonemedia.co.uk  
0113 834 6399  
Suite 4.2 / 1175 Century Way  
Thorpe Park  
Leeds  
LS15 8ZB  
To learn more, visit **fonemedia.co.uk**

