

Worth losing sleep over a Buick

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Date : June 21, 2016



Buick Debuts Envision Campaign

Just in time for Father's Day, **General Motors' Buick brand** is launching a campaign for the **Envision** compact SUV that shows the lengths Dad will go to, all in the name of fatherhood.

The TV spot, "Rock-A-Bye," created by **Leo Burnett**, shows a Dad taking the restless baby out for a night-time spin in hopes of getting him to fall asleep. The problem is they both like the vehicle so much, they end up driving practically until morning. The spot ends showing them finally get some shut-eye — at the breakfast table.

Compact SUV is a large and growing segment and the campaign has a broad aim, says **Jenn Hoffman**, international marketing and advertising manager for **Buick**.

"We are talking to people moving up to luxury, and those who are right sizing from a smaller or larger SUV or looking for something new," **Hoffman** tells *Marketing Daily*. "First and foremost, we are building name awareness for the **Buick Envision**. We are using 'first-ever' to communicate this is something completely new. At the same time, we are proving with product credentials how this car is unexpected for the segment both with its sporty, fun drive and thoughtful premium amenities."

Besides TV, the multifaceted campaign includes targeted out-of-home and a national cinema buy to create awareness.

"We also have a robust **digital** presence with video, high impact units and standard product and lifestyle online advertising," **Hoffman** says. "Furthermore, you'll see an extensive social and PR play with entertaining and engaging content."

The spot broke June 16 and will have strong TV presence throughout the summer and fall.

"Our timing is perfect in that we are launching on the US Open Golf Tournament over Father's Day weekend with a relevant and relatable life experience," **Hoffman** says.

Elements such as digital video, OOH and cinema will follow throughout summer continuing

through the end of the year.

“This car stands out against the competition and we hope people who see our marketing launch choose to learn more and go to the dealership to drive it,” **Hoffman** says. “The line ‘Joy to Drive. Joy to Share’ grounds the campaign, and it perfectly exemplifies the car.”

<https://youtu.be/WT2a5TfttOo>

This article first appeared in www.mediapost.com