

# Automotive Panel Series

## CASE STUDY

In partnership with a leading automotive manufacturer, Postmedia launched an ambitious virtual automotive panel series. This initiative gathered some of the brightest minds in the automotive industry, including senior editorial staff, engineers, and executives, to discuss pressing topics affecting the sector. The panels were heavily promoted across Postmedia's extensive network of news sites, engaging a loyal audience of automotive enthusiasts and facilitating insightful conversations.



## STRATEGY

Postmedia employed a comprehensive marketing strategy to promote the panel.

### Key Solutions

#### Premium Editorial Coverage:

- Articles published on Driving.ca highlighted each panel topic.

#### Native Advertising:

- Cobranded display banners were deployed across Postmedia's national news sites, directing traffic to registration pages.

#### Social Media Promotion:

- Engaging posts on platforms like Facebook and Twitter to raise awareness and boost registrations.

#### E-Newsletter Campaigns:

- Targeted emails sent to subscribers promoted event details and encouraged sign-ups.

#### Video Highlights:

- Recording and sharing panels extended reach and engagement beyond live events.

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## RESULTS

The campaign's success is reflected in the impressive reach and engagement generated. The combination of high digital impressions and strong viewer participation demonstrates the effectiveness of the strategies used. Postmedia's approach not only positioned the automotive manufacturer as a thought leader but also built a thriving community of engaged automotive enthusiasts eager for valuable content.

### 5.2M+

DIGITAL IMPRESSIONS  
\*Benchmark: 1 – 2M impressions for successful large-scale digital events.

### 23.4K+

PRINT READERSHIP  
\*Extensive reach across multiple print publications

### 33.5K+

TOTAL VIDEO VIEWS  
\*Strong audience engagement with video content

### 74.6K+

PAGE VIEWS ON EDITORIAL COVERAGE  
\*Effective content engagement and traffic generation

### 3:08

AVERAGE TIME SPENT ON PAGE  
\*Benchmark: 1:30

### 0.21%

CTR ON DISPLAY BANNERS  
\*Benchmark: 0.11%