



**TECHNOLOGY**









# THE NEW SEAT DIGITAL MUSEUM

## The co-creation process: *The Archithon*

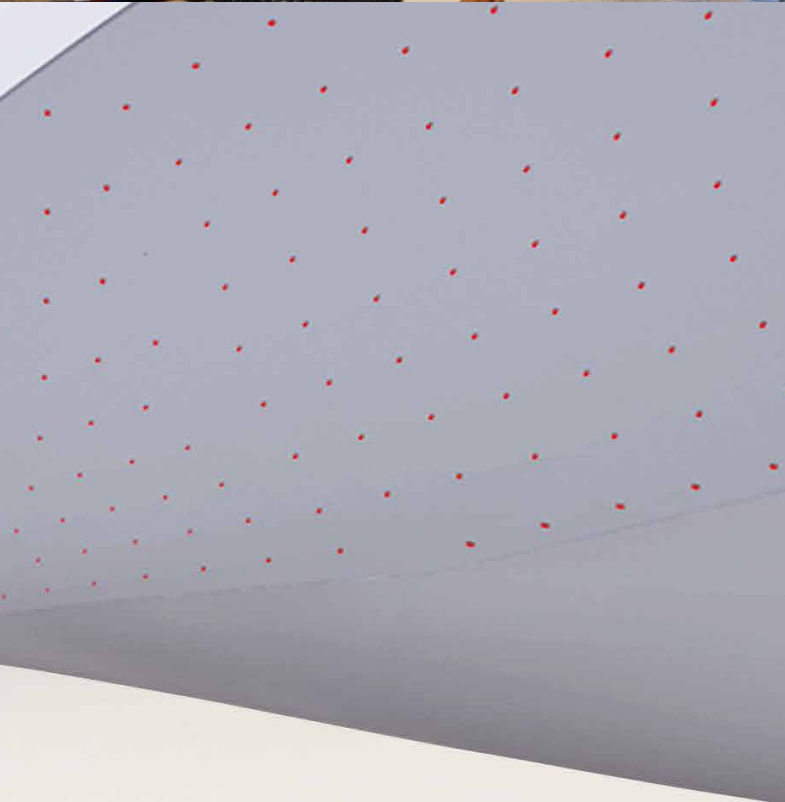
SEAT wanted to share its rich history and heritage in a unique and accessible way and therefore held an event called *The Archithon* in Barcelona. The result would be the foundations of the SEAT Digital Museum - an online space that perfectly captures SEAT's spirit in a dynamic and innovative way.

### Co-creation

40 international architectural students were chosen from across Spain and Germany to come to Barcelona and participate in *The Archithon* event. An aptly named 48-hour, non-stop event in May that saw the participants split into 17 teams and tasked with creating a virtual museum exterior that perfectly captured the SEAT spirit.

### Digital Museum

The SEAT Digital Museum, a virtual space to showcase SEAT's rich heritage and history. The winning design helped to lay the foundations for what would become the perfect place to share the past and present and offer users a glimpse of the future. The SEAT Digital Museum was unveiled at the 2015 International Frankfurt Motor Show.




48 Hours



40 People



 Visit our Digital  
Museum



# MEET THE SOCIAL BRAND

## Socialising 'on the road'

Nowadays, people are driven by technology and differentiate ever less between doing something online and offline, since their natural state is to be connected to one another at all times. For that reason, SEAT as a young-spirited social brand, intends to socialise with customers by engaging them in collaborative conversations, pairing products and the technology behind them with that philosophy. As a result, SEAT developed the CONNECT range in partnership with SAMSUNG to offer consumers the possibility to be 'always on' and connected whilst on the road.

One of the main priorities for SEAT as a Social Brand is to engage in a one-to-one conversation with current and future customers in order to understand their tastes and needs.

We live surrounded by friends we rarely see and we are in touch with colleagues we barely get to spend time with face to face. In an era defined by connectivity and virtual relationships, it seems that we are losing touch with the true nature of friendships. To continue the transition from friendships in virtual spaces to face to face friendships, SEAT has developed campaigns that enabled us to socialise with friends from our cars as well.

The *Friend-to-friend* campaign is proof of the commitment to bringing back the essence of friendships in the real world, of having real interaction, face to face, helped by our technology: the maximum expression of *Technology to enjoy*.





# THE WORLD INSIDE SEAT

## What is Inside SEAT?

Inside SEAT is a platform with a collection of shared content and stories from behind the scenes that reflect the dedication of SEAT employees along with their passion for work and the perfection they strive for each day. Each section, with different target groups, can be found under the 'Why SEAT' section on SEAT.com. This content consists of videos, images and texts that offer an inside look at the non-visible elements of the brand and ultimately bring credibility and a confirmation of quality to the consumer.

Inside SEAT opens the doors to what goes on behind the scenes, showing the way things work and offers a level of transparency to consumers. This helps to build deeper relationships and what is more, trust.

## Brand Pillars

Content on the Inside SEAT platform is divided into six pillars:

### Heritage

Stories from SEAT's past and the legacy that has been created by the brand.

### Quality/Production

How technology serves to help SEAT create high quality cars and ensure the brand is always living up to the 'passionate perfectionism'.

### Design

Offers a behind the scenes look at the design processes and conceptualisation of cars.

### Sustainability

Demonstrates the ways in which SEAT aims to improve internally and externally. Stories about the strategic pillars concerning sustainability: Economical, Environmental and Social.


### Performance

Stories about how technology improves the driving experience and performance.

### Innovation (R&D)

The ways in which research and development benefit the brand and consumers.



 See website



# INNOVATION LAB

SEAT Innovation Lab was set up a year ago, to help overcome the changes that are arising in the company due to the digitalisation of SEAT's traditional business models.

The aim of the Innovation Lab is to focus on current business challenges by testing and developing innovative technologies and tools.

## Econometric Model

### Business Challenge

Be able to know the optimal media investment.

### Initiative

Econometric model that forecasts the offers that will be made based on different media investment scenarios and optimises the impact of each media channel for each car model.

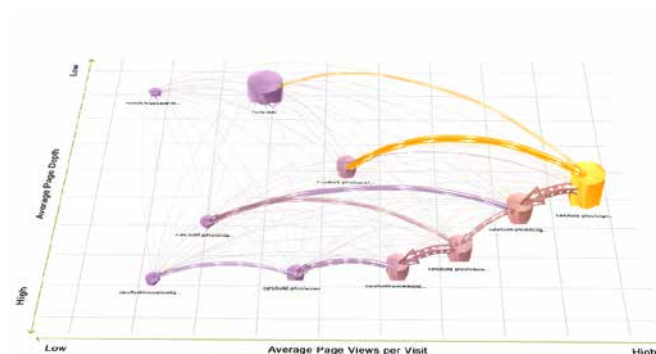
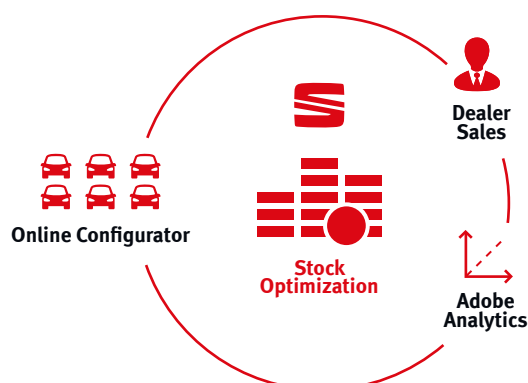
## Programmatic Buying

### Business Challenge

Reach audiences with more precise targeting.

### Initiative

Use programmatic buying for more efficient ad buying, addressing the right consumer segments with the right message at the right moment. This will also change the traditional media buying approach to a fully transparent model (costs, margins and algorithms) and full control and ownership of the data.



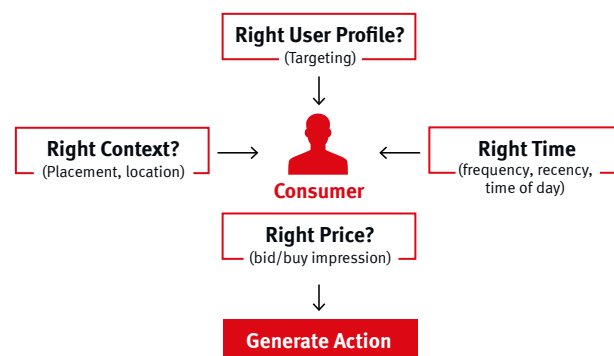
## Content Personalisation

### Business Challenge

Currently every user that enters the SEAT website sees the same content no matter if it is their first visit or if they are already interested in a specific car model.

### Initiative

Analyse users' online behaviour within the SEAT websites and via Adobe's Target module in order to show personalised content to each specific segment to improve the user experience and conversion rates.



## Stock Optimisation

### Business Challenge

Dealers do not usually have insights about the customer online Car Configurator, the most desired features and trends.

### Initiative

Use the Car Configurator and incoming order data of the Market to develop a predictive model that can forecast the demand at local level and stock the car models accordingly.



# BRAND ADVERTISING CAMPAIGNS

## THE SEAT LEON 5D

### PARENT APPROVED TECHNOLOGY

After a turning point campaign in terms of brand communication at the end of 2012 with the *Technology to enjoy* concept, this year the SEAT Leon 5d needed a new communication campaign to support its sales in all markets.

The SEAT Leon 5d is equipped with technology to help provide safety and comfort to young families. To communicate this to consumers, SEAT created the campaign *Parent Approved Technology*. This concept reinforces 'reliability, safety and comfort' and synthesises a clear positioning message for the Leon as a car that is 'full of technology'.

The communication objective was to convey the benefits of technology and comfort in a mainstream and family-oriented way. SEAT created TVCs and Print adverts along with *technology in other words* which feature digital videos to convey this to the target.



*Thought for a great driving experience with a detailed interior design.*

The best technology including reliability, safety and comfort



Online Media



TV Commercial



Printed Media



Watch the latest TV Commercial

## THE SEAT LEON 5D PARENT APPROVED TECHNOLOGY





# THE NEW SEAT IBIZA

## IT FEELS EVEN BETTER



*Live it up in the city with a truly young spirit.*

### THE NEW SEAT IBIZA

### IT FEELS EVEN BETTER

The New SEAT Ibiza's interior has been upgraded and redesigned to offer the driver a more ergonomic and enjoyable driving experience. What is more, it comes with a wide range of Colour Packs allowing customisation options that were not possible before. To communicate this, SEAT created the campaign *It Feels Even Better*. The campaign's primary aim was to highlight how the new interior design and quality, along with the new technology, - including Full Link and a second generation Easy Connect Infotainment system-, make the New SEAT Ibiza the ideal social space in short and long distances. Secondly, it intended to communicate the customisation possibilities with colour packs and an increased efficiency with the new EcoTSI engine.

SEAT created one product video to show the whole Ibiza range, three TVCs and a print campaign to showcase the New SEAT Ibiza as the perfect social space, with an emphasis on the new connectivity technology inside the car. The creative digital activation *Friend to Friend* also worked to further engage the online community and communicate that the New SEAT Ibiza was now part of the connected world and the best social space on the road to enjoy with friends.



Online Media



Product Video



Printed Media



Watch the latest  
TV Commercial



## THE NEW SEAT CONNECT RANGE

### NATURALLY CONNECTED

To reinforce SEAT's brand technology focus, SEAT released the SEAT CONNECT range under the campaign umbrella *Naturally Connected*, integrating the mobile phone into the car with connectivity technology and also, placing it as the enabler of the natural connections consumers need at all times. This campaign and range of cars aimed to capitalise on connectivity capabilities provided by Full Link technology and a partnership with SAMSUNG, to gain more global reach and build real technology credentials.

SEAT created three TVCs, two featuring the SEAT Ibiza CONNECT and the other one featuring the SEAT Leon CONNECT along with a print campaign to support the message *SEAT + Mobile + You = Naturally Connected*. There will also be a digital activation using famous youtubers that will demonstrate how CONNECT technology works in a relatable and entertaining way for the target audience. This will further emphasise the key message that the car is no longer a barrier to communication but rather, an enabler.



*Make every journey a smart one, in or out of your car.*



Online Media



TV Commercial



Printed Media

# THE NEW SEAT CONNECT RANGE NATURALLY CONNECTED



POWERED BY **SAMSUNG**

# THE NEW SEAT IBIZA CUPRA

## INTENSIFY THE EVERYDAY



### THE NEW SEAT IBIZA CUPRA

#### INTENSIFY THE EVERYDAY



Beautiful lines that make it  
a true Ibiza CUPRA.

With the New SEAT Ibiza CUPRA, the underlying campaign aim was to keep building on the CUPRA territory already established by the Leon CUPRA, *Intensify the everyday*, bringing the SEAT Ibiza's personality to the CUPRA range and its upgraded interior design and 192 hp engine. SEAT created a print campaign along with social media and CRM content that conveyed these key messages.

The aim of the SEAT Ibiza CUPRA campaign was ultimately to consolidate the positioning of CUPRA as a sub-brand and to highlight SEAT's dynamic brand values.



Online Media



Printed Media



The most powerful  
engine with an  
outstanding design





## THE NEW SEAT Mii COLLECTION

### SMALL DETAILS CHANGE EVERYTHING

When you change a detail, it changes everything. Nowadays consumers are increasingly looking for a car that matches their personality and the small details are the ones that differentiate them from others, especially considering the female target of the range. The New SEAT Mii Collection offers this with more Colour Packs to make the SEAT Mii stand out even more.

The campaign communicated this through the concept *Small Details Change Everything* and demonstrated the variety of choice available to consumers in the new SEAT Mii Collection. SEAT created a product video featuring Mii by MANGO Limited Edition, Mii FR-Line and Mii CONNECT with a print campaign featuring beauty and lifestyle imagery along with an online campaign to effectively communicate the key message to the female target.



Watch the latest  
TV Commercial



Online Media



Product Video



Printed Media

# THE NEW SEAT Mii COLLECTION

## SMALL DETAILS CHANGE EVERYTHING



# THE NEW SEAT ALHAMBRA

## POWER TO FAMILY TRIPS



### THE NEW SEAT ALHAMBRA

#### POWER TO FAMILY TRIPS

To improve the consumer's perception of the Alhambra, SEAT upgraded it, making the New SEAT Alhambra a more technological, versatile and well-equipped MPV to stand out from the rest and erase any doubt about its superiority. The campaign *Power to Family Trips* had therefore to maintain the model's attractiveness and increase its awareness and familiarity across key markets. This was done with a product video that demonstrated all the technology features and spaciousness in a story relevant to the target and photo-shots showing how the targets experience their day-to-day lives with the car.



Product Video



Printed Media



Watch the latest  
TV Commercial

Designed to stand out  
from the rest of the crowd



The technological and  
versatile MPV for daily life.



## THE NEW SEAT TOLEDO FOR DADS LIKE YOU

The re-launch of the Toledo had to come with a new communication campaign that centred on product highlights and emphasised technology whilst refreshing the commercial offering to reinforce customer profile characteristics (comfort, safety, roominess and functionality). This was done under the campaign umbrella *For Dads Like You*, conceived in partnership with Mexico, the country with the highest sales of the SEAT Toledo in the world. Given the target's practical nature, this communication helped enhance the features in the launch campaign and had an impact on people who value the main features of a sedan.



Online Media



Product Video



Printed Media



Watch the latest  
TV Commercial



*Fun and comfortable for  
all the family.*

# THE NEW SEAT TOLEDO FOR DADS LIKE YOU

