

# Buick spots 35% increased purchase intent from immersion ads

**While much advertiser attention has been focused on Apple's new iAd, a similar release from Greystripe is also showing great promise for branded advertisers. The recently released Immersion Ad units give marketers the ability to use several different types of ads and creative platforms to engage consumers.**

by [Kristina Knight](#)

[The Immersion Ad platform](#) offers advergames, video and even direct mobile site access to engage the consumer with the brand.

Buick tapped Greystripe for the Immersion units for a recent Buick LaCrosse campaign. From December 2009 through April 2010 the immersive ad units showed increased purchase intent (35%) and overall brand lift (21%); Greystripe also found that ad recall stood at 53% for consumers shown an Immersion Ad versus a 4% recall rate for a control group.

The ads were delivered via Greystripe's mobile advertising network. "We are so pleased with the results of our mobile campaign that we have begun working on another for the 2011 Regal," said Craig Bierley, Advertising and Promotions Director for Buick/GMC.

"Greystripe's Immersion Ads delivered exceptional user engagement and significant increases in key metrics for Buick."

According to the company the average ad viewer interacted for 28 seconds. Consumers using the advergence option engaged for more than 2 minutes 40 seconds (on average).

Other notable results:

- Buick saw 58 point increase in brand awareness for the target demographic (adults age 35-54)
- Buick saw 29 point increased in 'likelihood to recommend' the LaCrosse
- 3.9% click through rate

Metrics firm [comScore](#) measured the ad campaign results for Greystripe.