



# QUALITY TAKES THE WHEEL WITH CARRO

## BACKGROUND

As Southeast Asia's largest online used car marketplace, Carro **addressed a lack of transparency** in the used car industry by leveraging proprietary pricing algorithms, AI capabilities and innovative technology, ensuring a trustworthy and transparent car-buying experience.

Carro was seeking a tactical approach to engage its target audience of young millennial families and Gen Xers with the aim of **effectively communicating its unique value** as a brand that provides a trustworthy and transparent car-buying experience.

## APPROACH

With the target audiences' affinity for Korean/Hong Kong dramas, Carro created 'The Good Bad Son', a story about the son of a wealthy family who defies his mother's choice of a "partner". The surprising twist? The object of his affection is a pre-owned vehicle from Carro which is as good as new. Their well-crafted ad and humorous storyline was an engaging and novel approach within the automotive sector.

Complementing its distinctive edge in long-form content, YouTube enabled Carro to build an engaging narrative that hooked audiences effectively through **YouTube's Skippable in-stream ads**. Advanced contextual targeting via powerful **YouTube Select Lineups** also helped them set the stage to drive effective reach for this campaign. They strategically integrated their brand values into the narrative, reinforcing their brand message effectively.

## RESULTS

1.3M

views

+22%

Overall direct traffic  
to website uplift

+32%

Leads volume in Q3'23  
vs. Q2'23

*“What better way to make it appealing to people than in the form of a love story, and in [the style of] Korean and Hong Kong dramas? Impact (of campaign) was impressive and quite convincing, quite a strong case overall.”*

Ian Loon, Chief Executive Officer, Media & Digital, Singapore Chief Transformation Officer, SEA



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WINNER

*No Drama, Just Quality Used Cars*  
THE BIG BANG  
Carro