

CASE STUDY

VOLVO ENTERTAINS AND EDUCATES DRIVERS THROUGH SPONSORED CONTENT

THE CHALLENGE

Volvo Canada wanted to use content to introduce the all new Volvo XC60. Their goal was to highlight the vehicle's design and safety features in an engaging way.

OUR SOLUTION

The brand used Pressboard's platform to place sponsored content on four major media publications. The content entertained readers with articles that explored scenic drives and getaways across Canada and also educated them through thought leadership pieces from Volvo's design leaders.





Volvo's Design Team Has Reimagined the Luxury Car

Nov 16, 2017

Volvo has always been known as the safe and reliable option. The car that families turn to. The car that has everything you need to get from A to B. But the car that exemplifies sleek Scandinavian design?



+ Entrepreneur



Explore seven of Canada's most scenic drives

Nov 22, 2017

Canada has always been a country ripe for exploring. With three coastlines, three mountain ranges, and the world's most pristine lakes, Canada boasts the most beautiful backyard on the planet.



+ CottageLife



Des excursions en famille à Montréal axées sur l'élégance et la détente

Nov 17, 2017

Montréal, la deuxième plus grande ville francophone au monde, est souvent considérée comme la capitale culturelle du Canada.



+



CAMPAIGN HIGHLIGHTS



Audiences spent almost 1 minute on average reading and engaging with each story.



Generated over 4500 social media engagements.



Average scroll rate of 74%

Mashable

Paid Content

Elevated ergonomics: How innovation has pushed us beyond efficiency and safety

Facebook Twitter LinkedIn



Ergonomics is a science that examines the interactions between humans and the objects they use. This involves designing and arranging objects so that humans can interact with them as efficiently and safely as they can.

The practice of ergonomics is particularly important in the workplace, and through things like adjustable desk chairs and keyboard arms, employees provide safer and more efficient workspaces for their employees. In addition to [reducing fatigue](#) and improving overall safety, workplace ergonomics can increase productivity by 15 percent on average. And better ergonomic practices improve the quality of an office environment, the effect results in [happier](#)

The story was labeled as being presented by Volvo

Automatic optimal lighting

Something you might not think about when it comes to ergonomics is your environment's lighting. But your lighting, especially when working at a computer screen for long periods of time, can cause strain to your eyes and bodies. [F lux](#) is a software that automatically adjusts your computer's screen color to its most optimal setting. The technology makes your computer screen easier on your eyes and the sunlight during the day, so that your screen always adapts to your surroundings so that what time it is.




Personalized posture improvement

When you can't avoid sitting for long periods of time, it's important to maintain good posture so that your neck and back muscles don't suffer unnecessary strain. [Upright](#) makes this easier by providing immediate posture feedback. Simply place the wearable device on your back and it will send gentle vibrations to remind you to sit up straight if you are slouching. You can also track your progress with their app and set daily goals for yourself through a personalized training program.

A desk that adjusts for you

Whether you're at a desk at work or at home, if you're sitting for long periods of time at a table or desk at home, we spend a lot of our time sitting. Research has found that standing for a few hours each day helps reduce the risk of things like heart disease, back pain, and obesity. While using a stand to work around the office or empty stand up just now, technology has helped even more possible solutions.

Companies like [ErgoDesk](#) are creating mechanical [standing desks](#) that are designed with the user in mind. With the press of a button you can choose from more than 200 different sitting and standing positions to find the one that suits your needs in that moment. The desk moves one and a half inches per second, so you'll never feel like you're waiting for the technology to catch up to you.



A car made with you in mind

We usually think of ergonomics in the office or at home, but these practices can be extended to our cars as well. Given that ergonomics is all about maximizing the interaction between people and their environment, vehicles are the next frontier for ergonomics powered by connected technology.

The new [Volvo XC60](#) was designed with human-centric features that make driving more efficient and safe without sacrificing luxury and style. The center display makes navigation and entertainment seamless with intuitive control options and a larger display so you don't need to look away from the road. And the car's seats were designed by anthropologists to complement the human form. The seat cushions are adjustable so that they maximize comfort and support, and were designed to absorb energy and thus protect your spine in the event of an accident or sudden movement.

The XC60 also features an entire suite of safety technologies, called [IntelliSafe](#), which makes driving more comfortable and helps prevent accidents. City Safety is at the core of this safety technology, identifying other vehicles, pedestrians, cyclists and large animals ahead of you.

Branded footer and footer image accompanied each story



With a suite of world-first safety features, robust Scandinavian styling, and the only plug-in hybrid powertrain in its class, the All-new Volvo XC60 is the pinnacle of SUV luxury, safety, and innovation. We designed it to change the way you drive, but it just might change the way you live. See [XC60](#) more at [volvo.com/canada/XC60](#).

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