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

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?

Explore seven of Canada’s most scenic drives

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.

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

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

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

The story was labeled as being presented by Volvo

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%

Branded footer and footer image accompanied each story