

5 STRUCTURES FOR HIGH-PERFORMANCE CAMPAIGNS

Expert frameworks informed by Australian automotive media trends 2025-2026

1 OFFER-DOMINANT CAMPAIGNS

Example: Ford F-150

SAVE ON F-150
\$8K OFF
MY23 ONLY

Dominant price hierarchy

Offer-led visual anchor

Inventory urgency trigger

Action-driven CTA

Get to your Ford Dealer | See details

2 EXPERIENCE / TEST DRIVE PUSH

Example: XPENG G6

TEST DRIVE THE G6
FEEL THE SPEED

Primary message

Performance proof signal

Retail incentive cue

570KM⁺ | 6.2s
WLT* Range | 0-100 km/h

Exclusive offers in-store.

Secondary performance proof

Test Drive Today | Book now

Action-driven CTA

3 FINANCE / RATE TRIGGER

Example: Subaru BRZ range

4.99%
Comparison rate offer across the Subaru BRZ range
p.a. Min 15% deposit. Max 48month term.

Primary finance trigger

Offer explanation layer

Human builds trust

Efficiency Promise

Learn more | Book now

Soft exploration CTA

4 SERVICE & RETENTION

Example: Mercedes-Benz

Nobody knows your Mercedes-Benz better.
Trust our expert technicians to keep it in top condition.

Trust-led service message

Service booking CTA

Next Day Servicing, Guaranteed. | Book now

5 LAUNCH / BRAND-LED

Example: TOYOTA HILUX

THE NEW HILUX
AN UNBREAKABLE CONNECTION SINCE 1953

Hero vehicle builds desire

Product-led headline

The New Hilux Is Here | See details

Soft exploration CTA

Available for campaign support.



Notes:

Availability for selected projects. Scope covers design execution using supplied brand assets and manufacturer photography. Additional services such as complex retouching, 3D, or custom photography can be scoped separately. Includes up to 2 rounds of refinements. Typical turnaround: 48 hours from receipt of final brief and assets. Final production files supplied. Source files available on request.

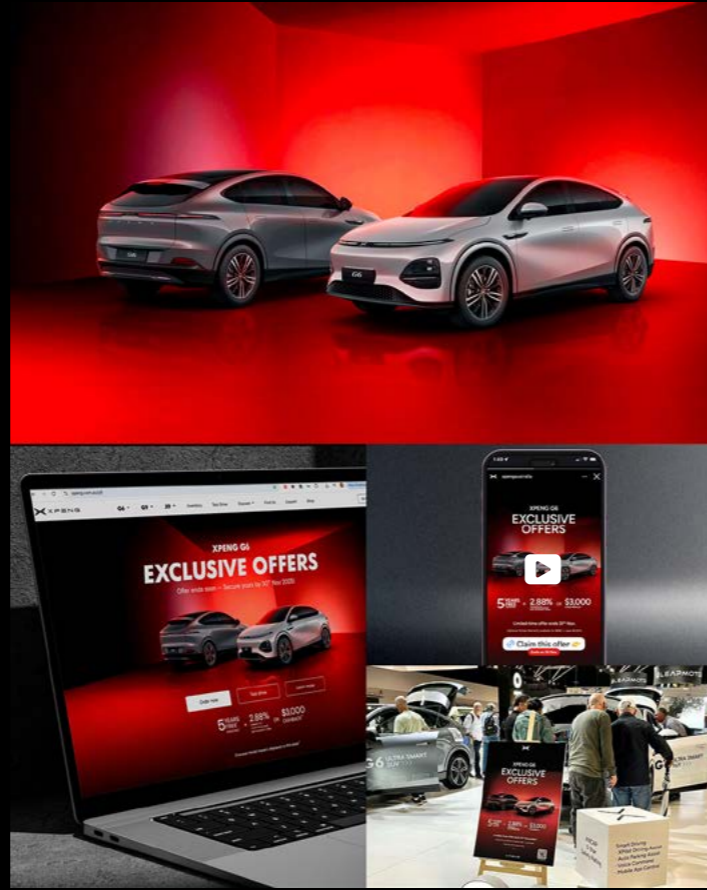
XPENG AUSTRALIA RETAIL CAMPAIGNS

Supporting national retail campaign creatives for XPENG Australia (2025–Present)

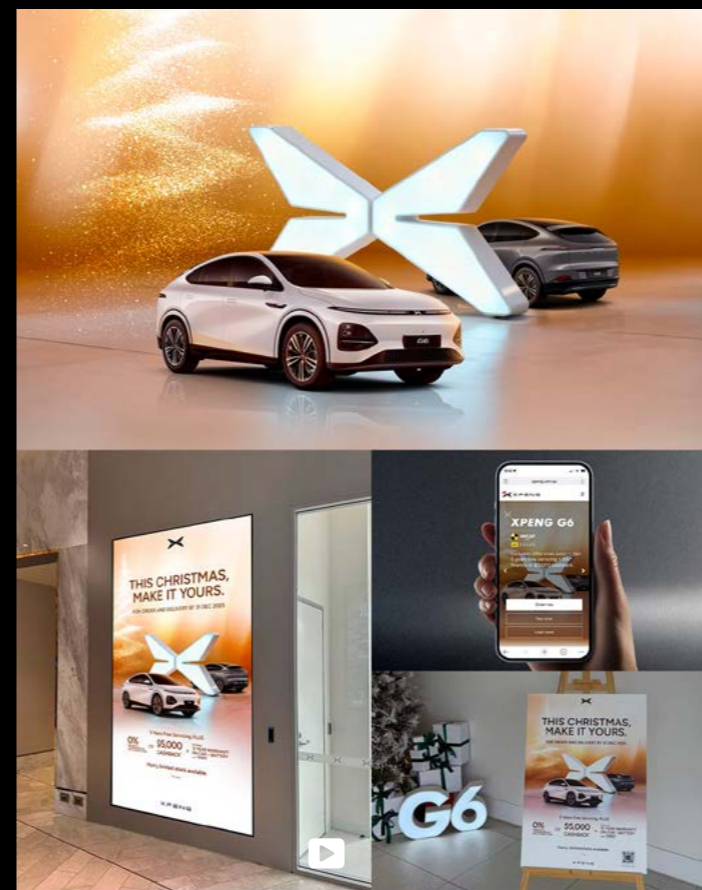
National Retail Campaign Creative | 48-Hour Rapid Response | 100% CI Compliance



XPENG G6 – Sydney Airport Test-Drive Activation



XPENG G6 – Offer-Focused Retail Campaign



XPENG G6 – Christmas Extended Offer Campaign



XPENG G6 - High-Conversion Retail Video & Social Kit



Scan the QR code (RHS) to watch the 10s Social Reel in motion →

CAMPAIGN IMPACT

Campaign creatives supporting ongoing dealership retail campaigns and showroom activations.

“ NIOdesign supported us across multiple campaign briefs, including digital and out-of-home creative. Their team brings strong experience in automotive marketing, combining strategic thinking with high-quality creative execution. They were a valuable partner and consistently delivered thoughtful, well-crafted work. ”



Anna Wakim | Chief Marketing Officer
TrueEV Group (XPENG Australia)

MERCEDES-BENZ RETAIL CAMPAIGNS

Supporting monthly retail campaigns for Mercedes-Benz Toorak, Ringwood & Silver Star Motors (2025–Present)

Automotive Retail Campaigns | 48-Hour Rapid Response | 100% CI Compliance



SUV Weekend Campaign



Special Edition



Test Drive Campaign



AMG Executive Driven Event



In-situ: Showroom activation for Lunar New Year 2026



Executive Driven Event



Anniversary Event



Lunar New Year Event



Grand Prix Event

CAMPAIGN IMPACT

Campaign creatives supporting ongoing dealership retail campaigns and marketing activations.

“ NIOdesign supported our retail campaigns with consistently on-brand, high-quality creative, enabling efficient execution across multiple dealership marketing activations. ”



Jorina Krohn | Marketing Manager
Silver Star Motors | Mercedes-Benz Ringwood
Mercedes-Benz Toorak

