

Driving Thought Leadership in the Auto Industry

Virtual panels unite experts and enthusiasts across Canada

OVERVIEW

In partnership with a leading automotive manufacturer, Postmedia launched a virtual automotive panel series that brought together senior editors, engineers, and executives to discuss pressing industry topics. Promoted across Postmedia's news network, the panels engaged a loyal audience of automotive enthusiasts and sparked meaningful conversations. The initiative not only reinforced the manufacturer's position as a thought leader but also built a thriving online community eager for expert insights.

APPROACH

Postmedia leveraged a multi-channel strategy to maximize reach and engagement. Editorial coverage on Driving.ca highlighted each panel topic, attracting readers who spent an average of 3:08* per article—more than double the benchmark for similar content. Co-branded display banners across Postmedia's national news sites drove clicks at a rate of 0.21%*, nearly twice the standard benchmark for display campaigns. Social media promotion on Facebook and Twitter amplified awareness, while targeted e-newsletters encouraged registrations. Video highlights of the panels extended the conversation beyond the live events, generating 33.5K views and ensuring continued audience interaction. Print coverage added an additional 23.4K readers, broadening the campaign's footprint.

CONCLUSION

By combining premium editorial, strategic digital promotion, and engaging multimedia content, Postmedia successfully positioned the automotive manufacturer as an industry thought leader. The campaign fostered active participation, drove measurable engagement, and cultivated a lasting community of automotive enthusiasts across Canada.

5.2M+

DIGITAL IMPRESSIONS
Benchmark: 1-2M *

74.6K+

PAGE VIEWS ON EDITORIAL
COVERAGE

3:08

AVG TIME SPENT
Benchmark: 1:30*

*Benchmarks are industry averages.

