

Cure Collective.

Confidential – Digital Advertising Brief – Vyro – Initial set up

From: Lauren Greaves
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Background	<p>Vyro is Australia's first virtual dealership, allowing Australians to quickly and easily trade in their existing car, compare and purchase a new or used EVs, and apply for finance in partnership with Driva. Their mission is to put electric vehicles (EVs) in reach of every Australian.</p> <p>The purpose of this brief is to set up the Facebook and Google ads accounts and deliver the initial ad campaign</p>
Campaign objective	<ol style="list-style-type: none">1. Drive new car sales at a media cost per acquisition of \$8002. Increase uptake of Vyro finance3. Produce a scalable marketing model
Audience	People ready to buy an EV – NSW only
Deliverables	<p>Facebook ad account setup</p> <p>Facebook image ad x5 – 1x generic, 4x feature cars available for purchase e.g. Tesla Model 3, MG ZS EV, BYD Atto 3, Hyundai Kona. Note: please ensure the car is in stock on their site. Primary text: 125 characters Headline: 27 characters Description: 27 characters</p> <p>Google ads account and campaigns setup</p>
Key messages	<p>The ads should be - highly promotional, convey reason to buy now, offer driven, sense of urgency.</p> <ul style="list-style-type: none">• Vyro has EVs in stock available to purchase now
Destination/desired action (landing page link, form)	Shop available cars https://www.vyro.com.au/vehicles
Budget	Total \$4-6k (split 50/50 between Facebook and Google)
Expected return	<ol style="list-style-type: none">1. 45 cars sold between March – June 2023<ul style="list-style-type: none">• 0.5% conversion• \$800 cost per acquisition2. 9000 visitors<ul style="list-style-type: none">• \$3.90 cost per visitor
Metrics to track	<ol style="list-style-type: none">1. Conversions2. Cost per acquisition3. Visitors4. Cost per visitor
	<ul style="list-style-type: none">• Can't mention interest rates

Compliance requirements (if any)	<ul style="list-style-type: none"> All finance ads require signoff by client
Any other supporting files (eg content, copy, insp etc)	

Any questions:

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