



**£50k**

Media  
test

**£1.12**

CPV  
reached

**A-B**

Creative  
testing

## Drover launch B2C offering on TV

As a Start Up, Drover was set up as a car leasing company for Uber drivers. In 2018 they aimed to launch into the consumer market to rival competitors by offering PAYG, all inclusive car ownership. Drover selected Studio90 to create a low cost TV ad so that they could use television to test the appetite in the market and also test the messages that would gain traction as a sales message. Studio90 offered a solution which included original top class creative, with a DR focus using purely stock imagery, [Click here](#) to watch this video and others in the gallery.

### Overview



Customer:  
Drover

### Low Cost TV

**About:**

Drover is a car subscription service offering a new, pay as you go way to own a car of choice.

**Goal:**

Reach a B2C market to increase car subscriptions in the South of England.

**Result:**

- ❖ Creatience model used to develop two creatives to test the sales message
- ❖ Full creative treatment with low cost stock imagery
- ❖ High direct response rate

