



In the driving seat

Jos van den Bergh, Marketing Manager of Renault Netherlands, in one of the car manufacturer's electric Zero Emission cars

“PRINT IS A WONDERFUL MEDIUM. USE IT WHERE IT’S EFFECTIVE”

JOS VAN DEN BERGH, MARKETING MANAGER OF RENAULT NETHERLANDS, IS A BIG FAN OF PRINT MEDIA, ESPECIALLY WHEN IT’S USED AS A KEY PART OF AN INTEGRATED CAMPAIGN

BY ERIK TIMMERMANS

Renault has a fantastic track record when it comes to innovation in car manufacturing, so it should come as no surprise that its customer communications follow the same pattern.

“We use every possible channel,” says Jos van den Bergh, Marketing Manager of Renault Netherlands. “We exploit the power of the various media channels to optimum effect. Renault has struck out and made the transition to an integrated media policy.”

But which medium does Renault use when? In absolute terms, their use of print media is declining in favour of television and online. Social media is also being used extensively to attract new customers to the brand. But Twitter and Facebook require a different perspective on communications – just generating the means for people to interact using them isn’t enough since there’s an increasing

need to react to followers’ messages. The rise of the iPad also plays an important role in their developing media policy.

Renault’s choice of television as one of their key channels comes down to a number of factors, the main one being that it’s a high-volume medium and can therefore communicate widely. Meanwhile, the print stakes are changing and partnerships with publishers are for longer periods in order to go further than a standard advertisement.

An example of this is the collaboration with the Dutch newspaper, *NRC Handelsblad*. The newspaper’s readers are alerted to Renault’s range on various pages, as well as on the online version of the paper. Here, Facebook comes into play and there is a wide interaction with NRC’s readers.

Other publishers are also being stimulated by Renault to make optimum >>

