



# Sponsored content

*Polestar: developing the brand's image*

# Context

## *Polestar, a new automotive brand in the Luxembourgish market.*

- Polestar, a Swedish brand of electric vehicles, stands out for its innovative design and exceptional performance. Since 2017, Polestar has operated as an independent manufacturer of premium electric vehicles, with iconic models such as the Polestar 1 and Polestar 2.
- Recently established in Luxembourg, the brand is seeking to promote its values and position itself as a key brand in the renewal of the electric car fleet in Luxembourg. It has chosen to draw a parallel between the brand and a typical day in the life of René Mathieu, Luxembourg's renowned star chef.
- The choice of sponsored content to develop storytelling and brand image helped explain the company's approach and values to the public.
- Our client benefited from a high-quality editorial context, with articles written by our commercial writing team and translation services.



# Our medias

**Luxemburger Wort, the most-read news brand in Luxembourg.**



### Brand LUXEMBURGER WORT

	Reach
229,000 Readers	42%
162,200 Luxembourgish	57%
95,100 Upper SEC	40%
152,500 Primary shoppers	44%
69,700 35-54 years	37%

26,000 newsletter subscribers

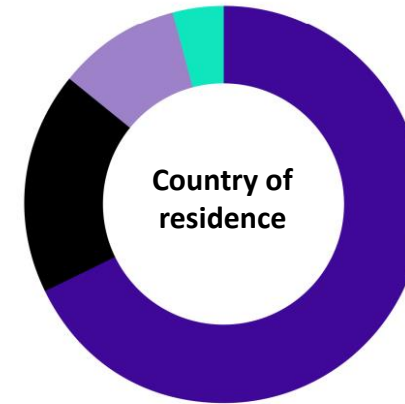
Sources : Ilres Plurimédia 2022.2, residents 15+, LDP Luxemburger Wort 1 day pp+pdf + 7 days Wort.lu. Draw : CIM 2022. Mailchimp July 2023

# Our medias

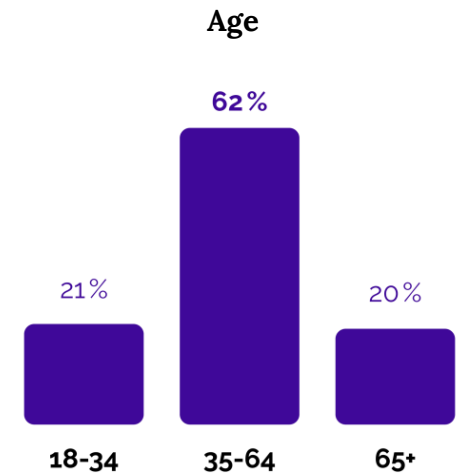
**Virgule.lu, the news site for the French-speaking community.**

## Key figures:

- 192.440 Visits/week
- 281.430 Pageviews/week
- 14.650 Newsletter subscriptions
- 38% Open rate



68% Luxembourg  
18% France  
10% Belgium  
4% Other countries





# **Our solutions**

***Sponsored content & amplification,  
an ideal combo for brand image***

# Sponsored content

## *Why ?*

- **Develop a storytelling approach** that allows your brand to stand out from the crowd
- **Create content** that touches your target audience at the heart of their concerns or desires
- **Position your brand** as a benchmark
- **Benefit from a high-quality and appreciated editorial context**
- **Bypass adblockers** to reach millennials
- **Give meaning** to your message
- **Boost your conversion rate** and level of engagement with a *high-performance amplification mechanism*
- **Generate virality** for your content
- **Offer a positive reading experience**
- **Framing a video or a podcast**

# Campaign

## René Mathieu & Polestar, a story of shared values.



**Broadcast:** Publication on 25/05/2024 in print and from July 15 to 28, 2024, in digital



**Media:** Luxemburger Wort, wort.lu DE, virgule.lu FR



**Format:** Native advertising

Wort.lu



**Total Pageviews:**

**+172%**  
vs benchmark

**Total Average Time:**

**+41%**  
vs benchmark

Virgule.lu



**Total Pageviews :**

**+85%**  
vs benchmark

**Total Average Time:**

**+78%**  
vs benchmark

regie.lu

# Campaign

**IMU – Amplification of the article within our media sites.**

IMU



**70.000** ad impressions



**Broadcast:** from July 15 to 28, 2024



**Website:** wort.lu DE, wort.lu FR



**Format:** IMU

Wort.lu + Virgule.lu



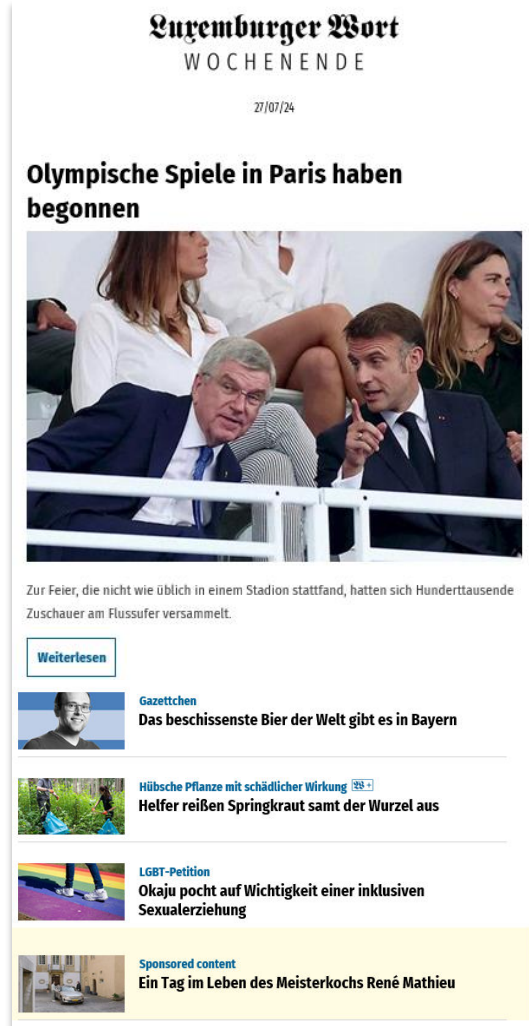
**Average CTR:**


**+ 358%**  
vs benchmark




# Campaign

**Push Newsletter – Amplification of the article in our editorial newsletters.**



 **Broadcast:** July 15 to 28, 2024

 **Website:** virgule newsletter, wort newsletter

 **Format:** Push newsletter

Newsletter  
Wort



Traffic:

**26%**

article viewed from  
the newsletter

Newsletter  
Virgule



Traffic:

**43%**

article viewed from  
the newsletter

**regie.lu**

# Campaign

**Remarketing & audience extension – Amplification to retarget our audience and similar audiences.**



Audience DE



Traffic:

**13%**

coming from this source

**+111 pageviews**  
in 1 week from  
28/07 to 04/08  
only via this source

Audience FR



Traffic:

**18%**

coming from this source

**+55 pageviews**  
in 1 week from  
28/07 to 04/08  
only via this source



**Broadcast:** From July 15 to August 4, 2024



**Site:** remarketing of virgule/wort audiences,

extension of FR/DE audiences located in  
Luxembourg, with car appeal



**Format:** native

Broadcast on audience  
extension sites such  
as:



**416.482** ad impressions

**regie.lu**

# Conclusion

## *Sponsored Content: storytelling by excellence.*

- The choice of a sponsored content enabled the client to position its brand and share its values, by drawing a parallel between Polestar and an influential figure in Luxembourg. All of this was achieved by focusing on the theme of responsible and ecological choices, without compromising comfort and design.
- A storytelling format by excellence, it engages and captivates readers, as well as helping them to identify themselves with it and become attached to the person featured in the article.
- Sponsored content is the only option for ensuring constant visibility of the article thanks to a premium one-week homepage position on our sites, as well as a complete amplification mechanism via newsletters, displays and audience extension/remarketing.



# Display

*An offer adapted to the needs of the client*

“

*The native advertising strategy we implemented perfectly embodied our premium vision. Through captivating storytelling, we were able to bring to life the values we share with our ambassador, chef René Mathieu. This approach not only strengthened our brand positioning, but also reached our target audience while extending our reach beyond the medium itself, all with the same high quality. The elegance of the photos and the background story were strong differentiators, contributing to increased recognition and significant traffic.*

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**Emilie Venezia,  
Marketing Manager Polestar Luxembourg**

**Discover our sponsored content offer**

**regie.lu**



**Further Information ?  
Contact us !**

**regie.lu**