

# Škoda Elroq Mini Campaign

ŠKODA Dublin | April-May 2025

## My Role

Planned and delivered a lightweight content campaign, building around four core messaging pillars: Technology, Sustainability, Cost Savings, and Space. Created original visuals, repurposed brand assets, and aligned content to customer interests despite lack of structured HQ support and competing campaign demands.

## Objective

Launch and promote the new ŠKODA Elroq model locally with limited resources and tight timelines, while running concurrent campaigns. The goal was to drive awareness and introduce key features of the vehicle through structured, theme-led content.

## Content strategy highlights

**Tech:** Carousel post with dashboard images + screen-recorded feature video

**Sustainability:** Scenic photo overlays (“Zero Emissions”) + proverb graphic

**Cost Savings:** Visual cost comparison between petrol and Elroq

**Space:** Boot space feature reel (screen-recorded from HQ video)

**Interactivity:** Themed polls linked to each pillar (e.g. “What would you do with the money you’d save?”)

## Channels Used

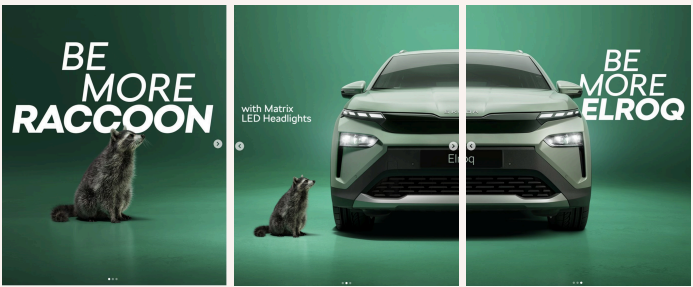
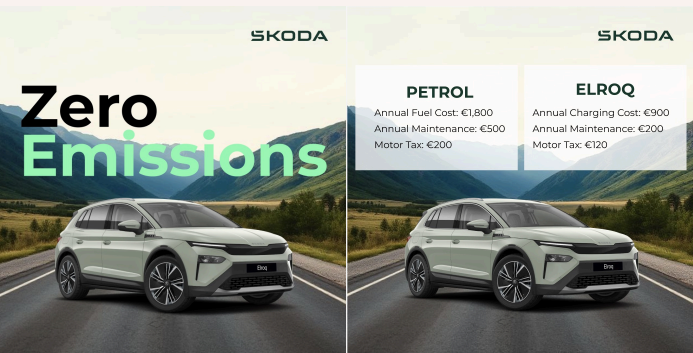
Instagram & Facebook, dealership website banner, newspaper print adverts, showroom vehicle placement

## 4 Key Messaging Pillars

Tech · Space · Sustainability · Cost Savings

## Outcome

The campaign supported the Elroq launch with steady post engagement and brand consistency. However, timing overlapped with a larger used car push, limiting content capacity and audience focus. With better planning, the Elroq could have served as a key focal point within the broader EV campaign — a missed opportunity due to delayed HQ coordination.



## Tools

Figma, Photoshop, Illustrator, Meta Business Suite

