

Electric Vehicle Campaign

ŠKODA Dublin | May 2025

My Role

Took full responsibility for planning and executing the campaign — from content strategy and creative production to localisation and vendor coordination. Managed the entire rollout independently while balancing other dealership marketing commitments.

Objective

Support ŠKODA’s national EV messaging with a regionally relevant awareness campaign focused on the Enyaq and Elroq models. The goal was to drive local engagement, build charging confidence, educate customers on EV benefits, and help the dealership catch up on its 2025 electric vehicle sales target.

Assets Created

The campaign was structured around three key themes — **Sustainability, Cost Savings, and Charging Confidence** — and included custom carousel posts, localised Reels, branded overlays, a DMPU display ad for DoneDeal, and a front-page strip ad in the local newspaper.

Results to date

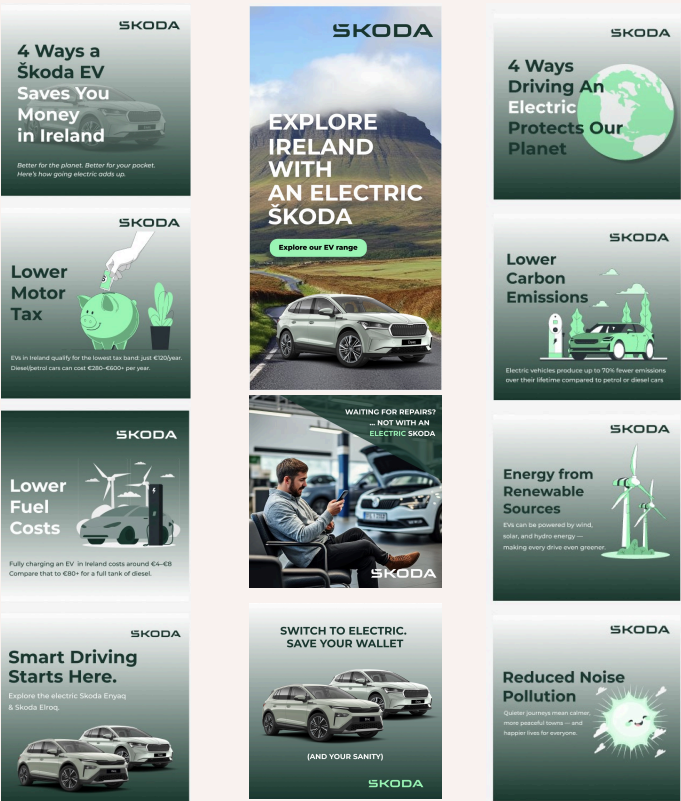
- Campaign launched across all platforms on time
- Early enquiries for Enyaq model reported by sales team
- Strong initial engagement on social content, particularly Reels and Stories

20k + Projected Impressions

May 2025 | Planned and executed independently

Channels Used

- Instagram & Facebook (Reels, carousels, Stories)
- DoneDeal display ads (MPU, DMPU formats)
- Dealership website banner
- Local radio (30s audio spot)
- Newspaper print ad
- Showroom vehicle placement



Tools

Figma, Photoshop, Illustrator, Meta Business Suite