

Carwow x BYD

Challenge:

Carwow is a leading online car selling and buying marketplace, renowned for empowering consumers with transparent and hassle free vehicle transitions.

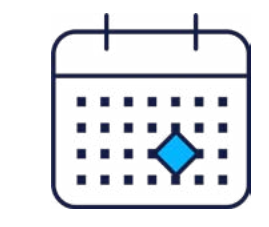
For their latest campaign Carwow identified a period of intense economic pressure for drivers within the U.K. In April 2026, fuel spiked by a drastic 23% compared to the previous April in 2025 causing a fuel price anxiety and made consumers question their driving habits and next car purchase. Identifying this, Carwow took decisive action and realised they needed a high impact and timely way to reach drivers, to position their platform as the easiest route to ditch the regular expenses of fuel and allow consumers to confidently switch to electric cars.

Carwow teamed up with BYD, one of the fastest-growing automotive brands in the UK, and reacted to the market conditions, launching an ambitious programmatic Digital Out-Of-Home (pDOOH) campaign.



Market

- United Kingdom



Campaign Dates

- April 4, 2026 – May 5, 2026



Location Targeting

- Roadside Billboards, Urban Panels and Digital Bus Shelter screens within 250 meters of petrol stations in the South of England



Target Audience

- Tech savvy adults aged 25-54

Solution:

Through utilising dynamic digital screens which specifically targeted high-traffic urban areas, roadsides and spaces near petrol stations - Carwow delivered a highly contextual and meaningful message when drivers were thinking about fuel costs the most.

They effectively promoted BYD's cutting-edge electric cars as a solution to the inescapable burden of fuel prices.



Results:

The campaign yielded exceptional results and demonstrated marked improvements across key performance indicators, proving that contextually relevant messaging can successfully shift consumer behaviour.

Throughout the brief 18-day campaign window, strategic pDOOH deployment effectively engaged drivers in regions enduring the highest economic pressure, delivering clear and measurable commercial success.

By strategically placing dynamic digital ads near petrol stations across congested urban centres, Carwow and BYD achieved far more than fleeting attention—they inspired decisive action.

Exposed audiences generated thousands of search queries, representing a 17% increase in open-web search volume compared to the pre-campaign baseline. This reflected a significant rise in brand awareness alongside heightened interest in Carwow's marketplace and BYD's electric alternatives.

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Pairing a pressing economic challenge with a practical, accessible solution proved remarkably effective. The campaign comfortably surpassed Captify's 10% industry benchmark by seven full percentage points, confirming that the creative resonated deeply with motorists seeking relief from continuously rising fuel costs.

Daily performance analytics revealed that Tuesday 5th May generated the highest level of engagement, driving a major surge in searches directly tied to the activity. This proved that the visual impact of the creative resonated with daily commuters, seamlessly translating offline brand exposure into purposeful, high-intent online searches.

A YEAR OF CHARGE. NO CHARGE.

Get £500 cashback on any BYD. That's a whole year of charge – only on Carwow.*

*New BYD purchase required. Participating dealers only. Order by 10.05.2026. Delivery by 31.05.2026. T&Cs: carwow.co.uk/byd-term



BYD x CARWOW

Conclusion:

Ultimately, to address rising consumer anxiety surrounding escalating fuel prices, Carwow partnered with BYD to effectively deploy pDOOH, reaching daily commuters with a perfectly timed and unmissable message. The two-week campaign successfully converted 'pump panic' into remarkable brand engagement and search activity for both Carwow and BYD.