

Company: Pan American Energy, Ciudad de Buenos Aires
Company Description: PAE is the leading private and integrated energy company in Argentina. It has become the main private producing, employing and investing company within the Oil&Gas industry in this country. It also operates in Bolivia, Mexico and Brazil. It explores and produces oil and gas. It refines oil, commercializes fuels and lubricants (AXION branch), and participates in the renewable energies.
Nomination Category: Marketing Campaign Categories - Industry
Nomination Sub Category: Marketing Campaign of the Year - Automotive - Aftermarket
Nomination Title: Boss of the Hood



1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:
- Castrol's team at AXION energy began working on “Boss of the Hood” in May 2023. The campaign was launched in October of that year in digital, radio, graphic, TV and outdoor media.
2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 219 words used.

The "**Boss of the Hood**" campaign was developed by AXION energy in 2023 to address key challenges in the competitive lubricants market. Despite Castrol's strong brand recognition and premium positioning, the company identified an opportunity to expand its reach beyond technical experts to a broader, less mechanically savvy audience.

Key challenges addressed:

- 1. **Market expansion:** While Castrol enjoyed top-of-mind awareness among experts, it needed to connect with everyday drivers who lacked technical knowledge but valued vehicle protection.
- 2. **Purchase barriers:** Many consumers felt intimidated by engine maintenance, relying heavily on mechanics' recommendations rather than brand preference.
- 3. **Growth targets:** As part of AXION energy, Castrol aimed to grow its market share from 7% to 12% within five years.

Strategic insight:

Research revealed that non-expert drivers aspired to feel confident about vehicle care but were often overwhelmed by technical jargon. The campaign leveraged this insight by positioning Castrol as a trusted ally, simplifying the message with humor and empathy.

Solution:

The campaign targeted mass audiences (ages 18–60) with relatable, humorous content across TV, radio, digital, and outdoor media. It emphasized Castrol's premium protection without requiring technical expertise, empowering users to feel like "bosses" of their hoods.

By bridging the gap between expert and mainstream audiences, the campaign aimed to drive brand preference and sales growth while reinforcing Castrol's reputation for quality and performance.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 201 words used.

The campaign was meticulously planned and executed through the following key stages:

- 1. **Planning & goal setting (May 2023)**
 - Objective: Increase Castrol's market share by targeting non-expert drivers (18-60 years old)
 - KPIs: +1pp Castrol's top of mind, +2pp brand preference, +1% brand power, +15% car lubricant sales, +20% truck lubricant sales, +10% motorcycle lubricant sales compared to the first semester of 2023
 - Timeline: Campaign launch set for October 2023 to align with spring road trip season
- 2. **Creative development**
 - Developed humorous, relatable creative concept: "Become a hood boss without mechanical knowledge"
 - Produced 3 hero videos (cars/trucks/motorcycles) showcasing everyday drivers using Castrol
 - Designed non-technical messaging emphasizing protection and performance
- 3. **Media strategy**
 - Multi-platform approach:
 - Released 3 segmented TV spots (cars, trucks, motorcycles)
 - Activated radio ads across 7 major Buenos Aires stations + national relays
 - Outdoor ads on major avenues and highways
 - Social media (Facebook/Instagram)
 - AXION energy's discount and benefits platform, called ON, integration for promotions and trivia
- 4. **Execution (Oct-Dec 2023)**
 - Phased rollout:
 - Oct: Launch with TV/radio/digital blitz
 - Nov-Dec: Sustained social media and influencer activations
 - Performance tracking through:
 - Brand lift studies
 - Digital analytics (views, engagement)
 - Sales data monitoring

The campaign's strategic timing, audience-focused creative, and integrated media mix drove exceptional results, surpassing all key performance targets.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 249 words used.

- **1Q 2024**, the brand strengthened consumer spontaneous awareness in the second position with 35% and showed a huge increase in consumer consideration, from 47% to 55% compared to the previous year.
- **2024 vs. 1H 2023**, Castrol's **top of mind** increased by 2 percentage points (pp), its **preference** increased by 3 pp and reached 50%, and its **brand power** increased by 1.2 pp and reached 20%. Likewise, **sales** of lubricants increased by 28% in cars, 26% in motorcycles, and 42% in trucks.

RADIO

- Reach: **4,200,000 people**. Coverage: **36%**. Impact: **8,300,000**. TRPs: **195**. Contacts: 1,500,000

DIGITAL

- Olga streaming: **165,000 views on YouTube, 111,000 unique users, and 990,000 impressions**
- Luzu TV, with five appearances on air: **110,000 interactions; 410,000 people reached; 11,600,000 impressions; and 24,400,000 views on plays**
- Twitch, **22,600 views and 12,700 unique users**

CASTROL'S SOCIAL NETWORKS

- Reach: over **12 million people**. Average engagement rate: **4.2%**

SOCIAL NETWORKS

- Engagement rate: **4.7%. It increased by more than 68%**
- **Participation increased by more than 185%**

PAID MEDIA

- **187 million impressions and 950,000 clicks, 620,000 visits and 18,000 registrations**
- **Spotify** (young people between 18 and 24 years old): **25.37% impressions**

YOUTUBE, through bumper ads:

- **19,000 million impressions**

PLATFORM ON LANDING:

- **480,000 users**, 12 million people reached, and 4,700 engagement on social media. It had **187 million impressions** and **950,000 clicks**

GOOGLE searches about Castrol increased **53%**

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 78 words used.

- “250206_Capos_del_Capot” file details the market context, motivation, objectives, key audiences, the strategy, implementation and performance metrics (brand, sales, media impact, engagement, etc.) of the Boss of the Hood marketing campaign. There are photos and links to videos.

The video "Boss of the Hood" summarices the campaign and its key outcomes. There are also the three advertising spots in Spanish that were broadcast on TV and social networks for the three key segments: motorists, motorcyclists and truck drivers.

Attachments/Videos/Links:

[Boss of the Hood](#)

 [REDACTED FOR PUBLICATION]