

SIXT ASCII GTI



Entering 'Mietwagen' (car rental) into Google leads to approximately 30 Million hits, all of them look pretty much alike. Therefore, Sixt, one of the largest German car rental and leasing companies, sought for a new way to stand out from the crowd.

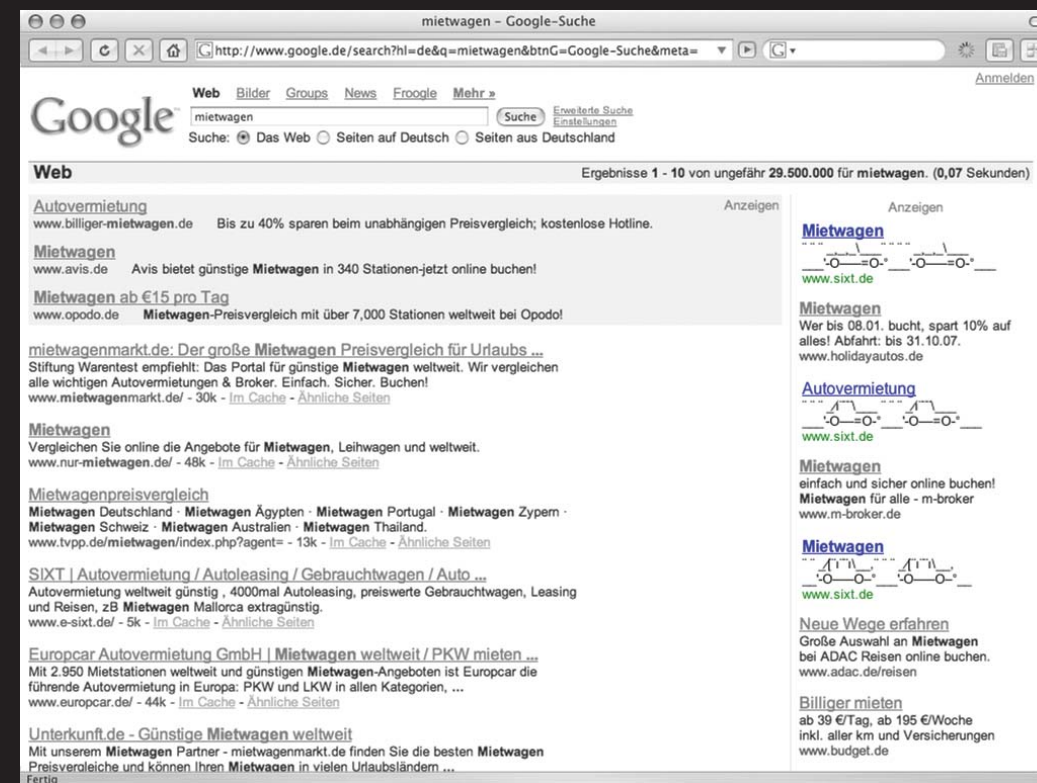
SIXT Keyword Ads, the way they ever were:



Mietwagen
Mietwagen
Reisen, Leasen, Kaufen, Mieten.
www.sixt.de

We used a simple, but effective way to solve the challenge: ASCII-art. For the first time ever, SIXT keyword ads show customers at first glance, what the company is about.

SIXT Keyword Ads with ASCII-art:



Mietwagen
www.sixt.de

Autovermietung
www.sixt.de

Mietwagen
www.sixt.de

A low budget solution with considerable impact: In a 'word only' environment, SIXT ASCII-ads are highly visible and clearly distinguishable. And received 47% more clicks than before.