effie Awards Australia

2026

Case Study



Entry ID Number
1697

Agencies
TABOO + Yango

Client
BYD Australia & New Zealand

Title
From outsider to apex predator - how the BYD SHARK 6 swam into hostile waters and won.

Category
B01. New Product or Service

Author
Meg Andrews
TABOO

Advertising Council Australia | Marketing Association of Australia | Google

© This case study is the property of Advertising Council Australia (ACA) and protected by copyright and intellectual property laws throughout the world. The case study can be used for personal reasons only and should not be reproduced, distributed, sold or published without the express approval of ACA. Any educational facility interested in using the case history for educational purposes should contact effies@adcouncil.org.au

Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

BYD SHARK 6 arrived with every possible strike against it. An unknown, unproven, Chinese ute in a category where scepticism about build quality is well documented, and where failure in Aussie conditions has real consequences. It was close to a death sentence. Before launch, just 5.2% of aware Australians said they trusted BYD, against 27.2% for the category average.[1]

We couldn't ask Australians to take a chance on the SHARK 6. So, we let Australia have its way with it instead, putting the vehicle into the harshest conditions nature could throw at it, in front of people with no reason to be kind, and letting them be the proof.

We didn't introduce the SHARK 6 to Australia.
We subjected it to Australia.

Real Australians. No actors, no studio, no safety net, and at points, no external power source. The SHARK 6's plug-in technology powered the production itself.

Success was immediate; 5,289 Australians ordered a SHARK 6 before one was even on sale, sight unseen, undriven, unregistered.[2] When deliveries began in February 2025, demand converted into results no Chinese brand had come close to in this category.

By the end of 2025 the SHARK 6 had delivered 18,073 vehicles and finished 4th in Australia's most competitive segment, ahead of Mitsubishi Triton, Mazda BT-50, Volkswagen Amarok and almost every other established nameplate.[2][3] By March it had taken 14.7% of the segment: nearly one in seven utes sold in Australia that month.[2] Demand outran supply all year, leaving 4,217 orders unfilled at December, proof the result was a floor, not a ceiling.[2]

The brand moved as sharply as the sales. Prompted awareness climbed from 28% at launch to a 43% peak, outpacing every major competitor as the category average fell.[4] Trust nearly doubled; consideration more than doubled.[1][4]

And it was efficient: SHARK 6 took 9.1% of the segment and 4th place in year one on a single-model media budget that was a fraction of the brand-level advertising spend of the incumbents it outsold, with a directional share of voice broadly in line with its share of market.[5] Among private buyers, it was the #1 ute in Australia, outselling every established nameplate.[6]

This is the story of how proof beat heritage, and how a brand the category was built to reject became the one it couldn't ignore.

© 2026 Advertising Council Australia

Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

Utes are no longer workhorses. They are Australia's best-selling vehicles, cultural shorthand for capability and belonging, and made up roughly 22–23% of all new vehicle sales in 2024-25.[1] The Ranger and HiLux don't top the charts on spec sheets, they top them because Aussies have watched them perform in Australian conditions for decades. Purchases are high-stakes and infrequent, a wrong call is expensive and public. So, buyers default to the proven and eliminate the unknown. The consideration set isn't built by adding options, it's built by removing them.

Critically, a significant proportion of Ranger and HiLux volume is driven by fleet, government and business purchases, not private consumer demand.[6] Among private buyers specifically, the landscape looks different and more competitive. Private buyers make considered, identity-driven decisions. They are the hardest audience to win, and the most valuable to earn.

The category is also at an inflection point. Electrification is accelerating, but consumer confidence remains uneven. Battery electric vehicles made up 7.2% of new car sales in 2024, with hybrid and electric combined over 16%.[7] Yet 57% of Australian buyers still cite upfront cost as a primary concern, alongside persistent worries about battery longevity, repair costs and long-term reliability.[8] Australia is among the most sceptical markets surveyed: 46% won't consider an EV within five years[9], doubts that bite hardest in utes, where a wrong call costs more than money.

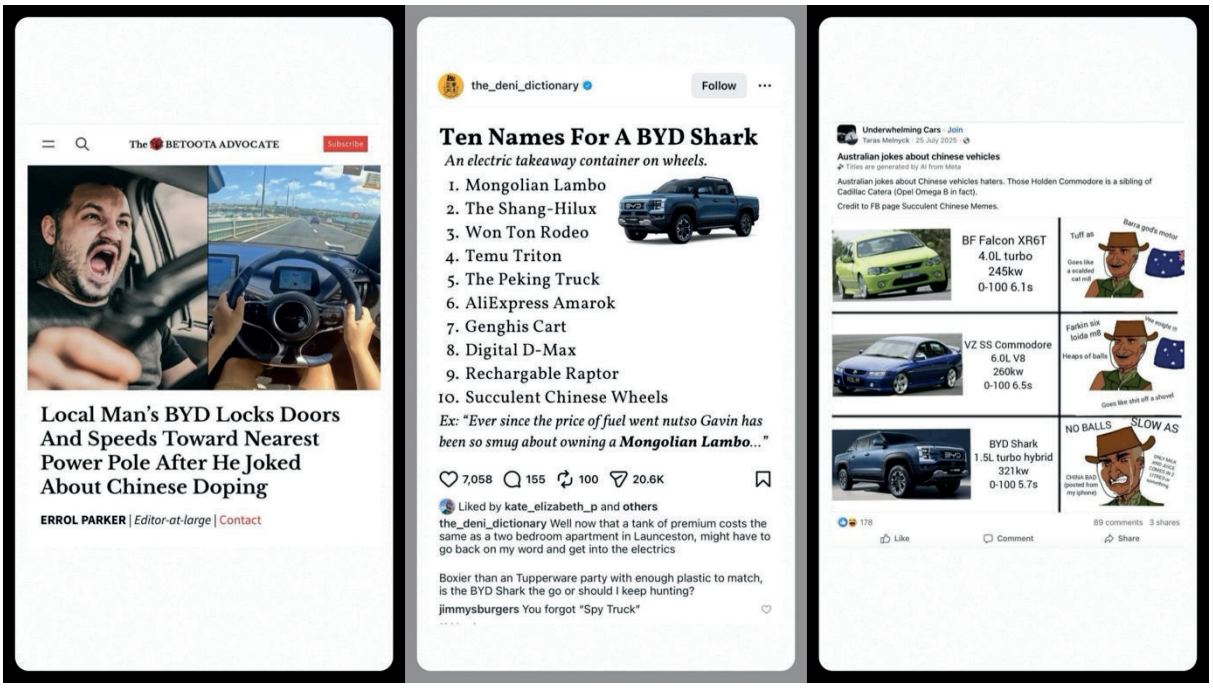
There were three key barriers that existed prior to any marketing communications efforts took effect:

- First, no history: no model legacy, no peer validation, no observed performance in Australian conditions.
- Second, unproven technology: a plug-in hybrid system in a segment where any hint of unreliability is judged against the worst-case scenario, the remote breakdown, the flooded crossing, the load that can't wait.
- Third, a measured trust deficit: at launch fewer than 29% of Australians said they were more likely to buy Chinese-made goods,[2] and just 5.2% of BYD-aware Australians trusted BYD versus 27.2% for the category average.[3] The SHARK 6 wasn't merely unfamiliar. It was specifically distrusted. (Q2 Fig 1)

The challenge wasn't to make people aware of the SHARK 6. It was to earn it the right to be considered at all.

And BYD faced this from profound weakness: a launch media budget a fraction of its ‘rivals', and just 60-70 dealer and service sites across the country, against 200-plus each for Ford and Toyota.[4][5] We could not out-shout the category. We had to out-prove it.

© 2026 Advertising Council Australia



Q2 Fig 1: The cultural starting point. Satirical Australian media and social commentary mocked the SHARK 6 with invented names ("Mongolian Lambo," "Won Ton Rodeo") and jokes about Chinese build quality, the lived expression of a measured trust deficit: just 5.2% of aware Australians trusted BYD at launch.

Footnotes from Executive Summary:
[1] Tracksuit brand tracking (BYD Statements, Pre/Post SHARK 6 Launch). Pre = Jul–Sep 2024; Post = Oct 2024 – Oct 2025.
[2] BYD Australia / VFACTS vehicle sales data, Oct 2024 – Dec 2025.
[3] VFACTS PU/CC 4x4 segment ranking, 2025 (FCAI).
[4] Tracksuit prompted awareness tracking, Jul 2023 – Dec 2025.
[5] Nielsen measured-media spend, 2025 (Ford, Toyota, Mazda; brand-level). Competitor spend is brand-level (most objective proxy available); SHARK 6 single-model. Nielsen under-represents digital spend.
[6] FCAI VFACTS 2025 private-buyer sales, reported by CarExpert, 13 January 2026. SHARK 6 private sales 15,564, ahead of HiLux 12,529 and Ranger 11,516.

Footnotes:
[1] VFACTS / FCAI new vehicle sales, 2024–25.
[2] Roy Morgan, attitudes to Chinese-made products, 2024.
[3] Tracksuit, BYD Statements Pre/Post SHARK 6 Launch (Pre = Jul–Sep 2024).
[4] Nielsen / QBR competitor spend, Oct–Dec 2024.
[5] BYD Australia (EVDirect) network data, Oct 2024.
[6] FCAI VFACTS 2025 private-buyer sales, reported by CarExpert, 13 January 2026 (Ranger 20.4% private, HiLux 24.4% private). [7] FCAI / VFACTS new vehicle sales, 2024. [8] AADA, citing Zing Insights EV & Hybrid Vehicle Report, January 2024 (survey of 2,000 Australian drivers; 57% cite initial cost as a concern); Compare the Market / PureProfile, July 2024 (battery longevity and replacement cost the key perceived barriers). [9] PwC Strategy& eReadiness 2024 (46% of Australian respondents not intending to buy an EV within five years; Australia among the most sceptical markets surveyed).

© 2026 Advertising Council Australia

Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

The SHARK 6 did not exist in 2023-24, so there was no prior-year brand benchmark. KPIs were set against category norms for a new nameplate and against BYD's standing brand tracking. For context, no Chinese ute had ever placed top-five in the PU/CC 4x4 segment, and a typical new entrant takes years to move awareness or trust at all. Q3 Fig 1 sets out each objective, its KPI and the benchmark that made it hard.

Business objective.

- The boardroom goal was simple: establish the SHARK 6 as a commercially viable entrant. *KPI: a top-five PU/CC 4x4 finish in year one. Ambitious because no Chinese ute had ever done it, and new entrants typically take two to three years to scale.*

Marketing objectives.

- Move buyers from exclusion to active consideration before the product was even available (delivery started Feb '25). *KPI: 3,000+ pre-delivery orders, in a category where buyers rarely commit before peer validation exists, let alone before a vehicle is on the road.*
- Earn third-party validation at a scale paid media cannot buy. *KPI: 20M+ earned reach, hard for a brand with no track record and little media weight.*

Campaign objectives.

- Shift trust from distrust to credibility. *KPI: a measurable trust uplift pre versus post, against sticky, slow-moving category scores and a 5.2% start.*
- Grow awareness faster than the category. *KPI: +5pp prompted (aided)* awareness *within 12 months, in a category whose average was declining, not growing.*

Q3 Fig 1: Objectives, KPIs and the benchmark that made each hard

Type	Objective	KPI	Why it was hard
Business	Commercially viable entrant	Top-5 PU/CC 4x4 finish, year one	No Chinese ute had ever placed top-5; new entrants take 2-3 years
Marketing	Consideration before availability	3,000+ pre-delivery orders	Buyers rarely commit before peer validation, let alone before launch
Marketing	Third-party validation at scale	20M+ earned reach	No track record, little media weight
Campaign	Shift trust to credibility	Measurable trust uplift, pre vs post	Sticky category scores, off a 5.2% start
Campaign	Grow awareness vs category	+5pp prompted awareness in 12 months	Category average was declining, not growing

Source: BYD campaign objectives. Benchmarks: VFACTS PU/CC 4x4 history (FCAI); Tracksuit BYD brand tracking, 2023-24.

Sources

[1] Benchmarks: VFACTS PU/CC 4x4 history (FCAI); Tracksuit BYD brand tracking, 2023–24.

© 2026 Advertising Council Australia

Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

The audience: people who buy for the worst day, not the average one

We were after in-market ute buyers, a core of 429,000 high-value prospects inside a broader 2.4 million, skewing 25-44, full-time employed, many in trades.[1] But the number that shaped everything was behavioural, not demographic. Most modern ute buyers are, as we called them, ‘light-yakka drivers’, and don't live in the outback. They commute, do the school run, go for a weekend surf. Yet they buy as if the worst day could arrive at any moment: the remote breakdown, the flooded crossing, the load that can't wait. Capability isn't about what they do daily, it's what they need to believe the vehicle could survive. They don't buy a ute, they buy insurance against their own worst-case scenario; light-yakka drivers, who expect their utes to withstand hard-yakka conditions.

How we got to the insight: we went looking for how trust is actually won

The challenge handed us one brutal fact: Australians didn't trust BYD (5.2% versus a category average of 27.2%).[2] So instead of asking how to make people like the SHARK 6, we asked a harder question: in this hard-to-win category, intensified with unfamiliar technology, how is trust actually won? We dug into the research on how scepticism is overcome in high-consequence purchases, and the answer kept pointing one way: not claims, charm, nor spec sheets. The answer: demonstrated, witnessed, un-fakable proof.

Then we ran it through a uniquely Australian filter. This country runs on a finely tuned bullshit-detector, nowhere more sensitive than in the ute segment: tough, parochial, deeply sceptical of anything that tells you how good it is rather than showing you. They’ll only believe you can handle Australia if they see you survive it. The driver doesn’t choose the ute, Australia does.

Insight: In the high-consequence ute category, trust isn’t won through persuasion - it's earned through proof.

That gave us a truth both universal and fresh. Universal, because all people manage risk by trusting the proven over the promised. Fresh, because in a category drowning in claims of toughness, the move wasn't to make a louder claim, it was to stop claiming altogether and submit to scrutiny. Scepticism wasn't our obstacle to talk around. It was the mechanism we'd use: invite the harshest judgement, in the harshest conditions, and let it deliver the verdict. And this strategy was ours alone. A Ranger or HiLux couldn't run it, they already own trust, so submitting to scrutiny offers them nothing and risks everything. Only a brand the category had written off could turn its own distrust into the engine of the campaign. The deficit wasn't just our problem. It was our unfair advantage: we had everything to prove, which made proof a story only we could tell.

The strategy: replace perceived risk with observed proof

We reframed the whole job of communications; instead of persuasion, the job became risk reduction. We wouldn't tell Australians the SHARK 6 belonged here; we'd subject it to the exact conditions they use to judge legitimacy, document it without a safety net, and let them reach their own verdict. Every channel, every frame, every dollar flowed from one decision: stop arguing our way in, and prove our way in.

Sources

[1] BYD Australia audience segmentation / HVA data, 2024.

[2] Tracksuit, BYD Statements Pre/Post SHARK 6 Launch (Pre = Jul–Sep 2024).

© 2026 Advertising Council Australia

Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

The idea: Big Fish Energy

A vehicle from China can't ask to sit beside the Ranger and HiLux. It has to earn the seat. Big Fish Energy was built on one conviction: the SHARK 6 already belonged here. Not as an outsider asking for a chance, but as a vehicle at home in the toughest parts of the country.



Q5 Fig 1: Big Fish Energy ran through every touchpoint of the campaign. Aussie terrain, cult soundtrack, local tone of voice, talent with genuine skin in the game. The Shark didn't enter as a foreign brand asking for permission, it felt like it already belonged.



© 2026 Advertising Council Australia

Q5 Fig 2: No celebrity endorsement, no scripted features list. The hero films followed real Australians, adventurers, extreme athletes, coastal craftsmen, putting the Shark through conditions that matter. Proof of capability through the lens of those who demanded it most.

The launch night that proved the whole idea

On 29 October 2024 the SHARK 6 launched with a world first: a simultaneous national reveal across every BYD dealership, livestreamed into one central event held not in Sydney or Melbourne, but in Broken Hill, a mining town far from civilisation, deep in the conditions the campaign was built around. Across 8 events nationally, 1,529 guests attended and 1,759 more watched live.[1]

Then the script tore itself up. Days before, storms knocked out power across Broken Hill. So the SHARK 6 powered the event; the stage, on which Australian icon Daryl Braithwaite performed, mounted on the ute's tray, in front of the very media who'd come to judge it. The SHARK 6 solved the exact problem the strategy existed to address, live, unscripted, undeniable, rounding out an event that delivered exactly what the strategy demanded: this vehicle is not a visitor. It lives here.

> ***The storm wasn't in the plan. But it proved the plan better than any ad could.***



Q5 Fig 3: A world-first simultaneous national launch, live streamed from dealerships into the Australian outback. When a storm knocked out Broken Hill's power, the Shark kept the lights on. Daryl Braithwaite performed from the back tray. It doesn't get much more Aussie than that.

© 2026 Advertising Council Australia

The campaign: capability, shown not claimed

Three TVCs and a master film, directed by Edwin McGill, dropped the vehicle into dust, distance, terrain and weather, with not a studio in sight, nor dressed for a controlled launch. Live demonstrations of V2L capacity, the SHARK 6 was also working behind the scenes, powering tools, lights and cameras in the bush, pulling a hot pie from an oven in the tray, far from any grid. The product didn't just feature in the campaign. It powered it. Modern capability that a petrol ute cannot match, but exactly what the SHARK 6 does.

We invited real Australians who genuinely depend on their utes, to test the SHARK 6. Not actors performing a brief: Tom 'Outback Tom' Forrest, working remote country with his grandfather; Olympian Caroline Buchanan; tradesman-adventurer Chuck Prowse, whose tools ran off the vehicle; cult surfboard designer Shyama Buttonshaw. Their presence meant the SHARK 6 was vouched for, not advertised. The soundtrack did the same work: Melbourne punk band The Peep Tempel's 'Big Fish', raw, cult, unmistakably Australian, took the campaign out of category. Polished rivals would never have touched it. That was the point: the vehicle sounded like it belonged because the music did.

Channels were sequenced to move people, not just reach them.

Earn first: in September 2024, before a dollar of paid media, we flew 18 journalists to BYD's China HQ to drive and publish freely, then ran a media and dealer drive in Marysville, banking credibility before the campaign even spoke.

Prove in public: the Broken Hill launch turned the product into news, while guerrilla OOH and tram wraps muscled into the Australian Open when rivals tried to lock the SHARK 6 out, and State of Origin and footy-finals integrations planted it in the culture.

Then amplify: a Whisper phase seeded genuine advocacy, and a Roar phase used mass channels, OOH, BVOD, Carsales Audience360, to convert rising interest at the moment of purchase research.

Sources

[1] Post-Campaign Report, BYD SHARK 6 launch (event attendance, livestream).

© 2026 Advertising Council Australia

Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

A Chinese ute with no legacy, a boutique dealer network and a fraction of the incumbents' media budgets finished 4th in Australia's most competitive segment in year one. Because proof beat heritage.

The campaign unfolded as a sequence in which each stage produced a measurable result, from the China famil through to a sustained full-year position. *Q6 Fig 1 lays out that timeline.*

Q6 Fig 1: Campaign timeline, what we did and what happened

When	What we did	What happened
Sep-Oct 2024	Flew 18 journalists to BYD's China HQ; media and dealer drives	**Extensive earned coverage, before any paid media**
29 Oct 2024 (launch)	National reveal in Broken Hill; a storm hit and the SHARK 6 powered the event	**1,000+ orders; search triples**
Oct-Nov 2024	Paid media live: OOH, BVOD, social, search	**1,600+ orders in 24 hours**
Dec 2024 - Jan 2025	No vehicle on sale yet	**5,289 orders before any delivery**
Feb 2025	First vehicles delivered	**2,026 units; 12.3% segment share**
Mar 2025	Search peaks organically	**2,810 sold; 14.7% share, 1 in 7 utes**
Apr - Dec 2025	Word of mouth builds	**18,073 delivered; finished 4th in segment**

Source: BYD Australia / VFACTS; Post-Campaign Report; Google Trends. 2024-2025.

The campaign opened in September 2024 with a media famil to BYD's China headquarters, ahead of the 29 October launch. Brand and consideration metrics are measured from launch, and commercial metrics from February 2025, when deliveries began (supply was gated by ADR compliance and shipping). That sequence delivered against every objective we set.

Business objective: a top five segment finish: achieved, 4th.
Demand arrived before the product did. 5,289 Australians ordered a SHARK 6 in the pre-delivery window (October 2024 to January 2025), before a single vehicle could be driven, registered or seen on a neighbour's driveway.[1] When deliveries began in February 2025, that demand converted: 18,073 vehicles delivered through December, a 9.1% share of the PU/CC 4x4 segment, and a March peak of 14.7%, nearly one in seven utes sold in Australia that month.[1] The SHARK 6 finished 4th, ahead of every legacy nameplate bar the Ranger, HiLux and D-MAX (Q6 Fig 2). And it won that share in a shrinking field: every major incumbent declined, Ranger -7.4%, HiLux -4.8%, D-MAX -12.3%, Amarok -35.8%, while the SHARK 6 grew from zero.[1][2] Every sale came from an established rival. Demand outran supply all year: 22,290 total orders against 18,073 deliveries left 4,217 unfilled at December (Q6 Fig 5).[1] The result is a floor, not a ceiling.

And among private buyers, the consumers who choose with their own money, the SHARK 6 was the #1 ute in Australia, outselling every established nameplate (86.1% of its sales were private, versus ~20% for the Ranger and HiLux) (Q6 Fig 7).[6]

Marketing objective 1: 3,000+ pre-delivery orders: exceeded at 5,289. That these buyers committed before they could test or even legally register the vehicle is the hardest signal of intent the category offers. 240 went further still, taking pre-ADR test drives before the SHARK 6 was formally approved for sale.[2]

Marketing objective 2: 20M+ earned reach: exceeded at 37.2M. The campaign generated 1,715 pieces of coverage, a substantial share of it before paid media spent a dollar.[2] Sunrise, 9News, News.com.au, Drive and 7News carried the SHARK 6 as news, not

© 2026 Advertising Council Australia

advertising. Search reinforced it: demand peaked organically at an index of 100 in March 2025 on lower paid spend, a +274% lift on its pre-launch baseline (Q6 Fig 6), confirming momentum had outrun the media driving it.[3]

Campaign objective 1: a measurable trust shift: trust nearly doubled. The wall the strategy was built to breach was trust, and it moved from 5.2% to 9.2% of aware Australians while the category average fell (Q6 Fig 4). Quality perception rose from 10.8% to 14.0% and EV leadership from 24.8% to 30.8%, as competitors declined on both.[4] BYD doesn't claim parity, the gap is real, but it closed it fast, on the exact metric that defined the challenge.

Campaign objective 2: +5pp prompted awareness in 12 months: delivered +15pp at peak, triple the target. Prompted (aided) awareness climbed from 28% at launch to a 43% peak in mid-2025, outpacing every major competitor, while the category average fell from 71% to 64% (Q6 Fig 3). And the rest of the funnel moved with it: unprompted awareness (4% to 9%) and consideration (5% to 11%) both more than doubled, and usage and preference tripled at peak.[4] Simultaneous movement across the whole funnel, not just the top, is the fingerprint of a campaign reducing risk at every step, not buying attention.

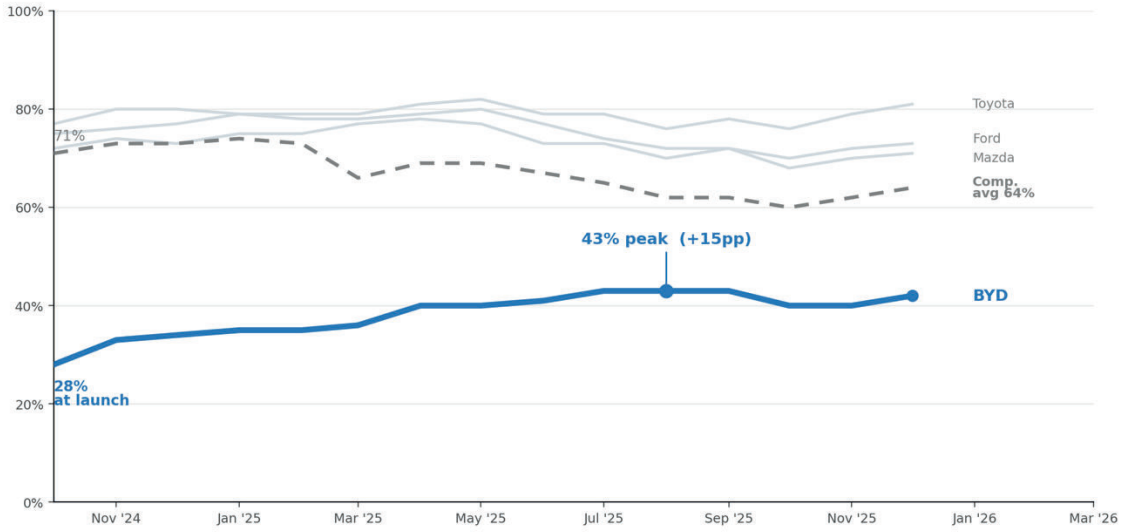
And these brand shifts were not bought. Of the nine brands tracked in the spend data, BYD was only the fifth-largest spender, outspent at brand level by Toyota, Kia, Mazda and Hyundai, yet it posted the largest awareness gain of any brand and the fastest-growing trust, nearly doubling from a near-zero base (Q6 Fig 8). The budgets that dwarfed BYD's failed to move their brands; BYD did.[5]

Q6 Fig 2: PU/CC 4x4 segment ranking, Feb to Dec 2025

Rank	Model	Sales (Feb-Dec '25)	Segment share	vs 2024
1	Ford Ranger 4x4	53,694	27.0%	-7.4%
2	Toyota HiLux 4x4	43,661	22.0%	-4.8%
3	Isuzu D-MAX 4x4	21,085	10.6%	-12.3%
4	**BYD SHARK 6**	**18,073**	**9.1%**	**NEW**
5	Mitsubishi Triton 4x4	16,262	8.2%	+10.3%
6	Mazda BT-50 4x4	11,658	5.9%	-2.3%
7	Toyota LandCruiser PU/CC	10,301	5.2%	-13.6%
8	GWM Cannon 4x4	7,480	3.8%	NEW
9	Nissan Navara 4x4	6,820	3.4%	-24.5%
10	Volkswagen Amarok 4x4	5,392	2.7%	-35.8%

Source: VFACTS PU/CC 4x4 segment, 2025 (FCAI). Share = model sales / segment, Feb-Dec 2025.

Q6 Fig 3: Prompted awareness, BYD rose +15pp to a 43% peak, outpacing every major competitor



Source: Tracksuit prompted awareness, Oct 2024 (launch) to Dec 2025. Category average fell from 71% to 64% over the same window.

© 2026 Advertising Council Australia

Q6 Fig 4: Full-funnel movement and trust / perception, pre vs post

Funnel stage	Oct '24 (launch)	2025 peak	Dec '25	Movement
Aided awareness	28%	43%	41%	**+15pp (to peak)**
Unprompted awareness	4%	9%	6%	**more than doubled**
Consideration	5%	11%	8%	**more than doubled**
Usage	1%	3%	1%	**tripled at peak**
Preference	1%	3%	1%	**tripled at peak**

2025 peak shows each metric's highest monthly value across 2025 (peaks fall Jun-Sep). Source: Tracksuit brand tracking, Oct 2024 to Dec 2025.

Perception (of those aware)	BYD pre	BYD post	BYD change	Competitor pre to post	Comp. change
Is a brand I trust	5.2%	9.2%	**+4.0pp**	27.2% to 25.7%	**-1.5pp**
Is a quality brand	10.8%	14.0%	**+3.2pp**	32.9% to 29.8%	**-3.1pp**
Leader in electric vehicles	24.8%	30.8%	**+6.0pp**	12.6% to 12.1%	**-0.5pp**

Pre = Jul-Sep 2024; Post = Oct 2024 to Oct 2025. Source: Tracksuit, BYD Statements Pre/Post SHARK 6 Launch.

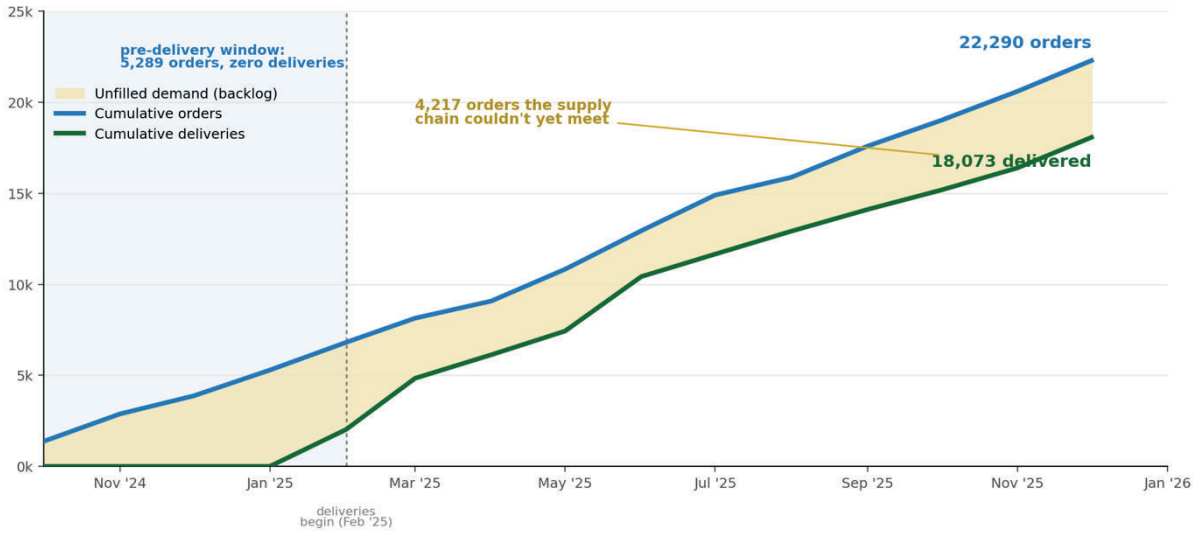
Funnel stage	Oct '24 (launch)	2025 peak	Dec '25	Movement
Aided awareness	28%	43%	41%	**+15pp (to peak)**
Unprompted awareness	4%	9%	6%	**more than doubled**
Consideration	5%	11%	8%	**more than doubled**
Usage	1%	3%	1%	**tripled at peak**
Preference	1%	3%	1%	**tripled at peak**

2025 peak shows each metric's highest monthly value across 2025 (peaks fall Jun-Sep). Source: Tracksuit brand tracking, Oct 2024 to Dec 2025.

Perception (of those aware)	BYD pre	BYD post	BYD change	Competitor pre to post	Comp. change
Is a brand I trust	5.2%	9.2%	**+4.0pp**	27.2% to 25.7%	**-1.5pp**
Is a quality brand	10.8%	14.0%	**+3.2pp**	32.9% to 29.8%	**-3.1pp**
Leader in electric vehicles	24.8%	30.8%	**+6.0pp**	12.6% to 12.1%	**-0.5pp**

Pre = Jul-Sep 2024; Post = Oct 2024 to Oct 2025. Source: Tracksuit, BYD Statements Pre/Post SHARK 6 Launch.

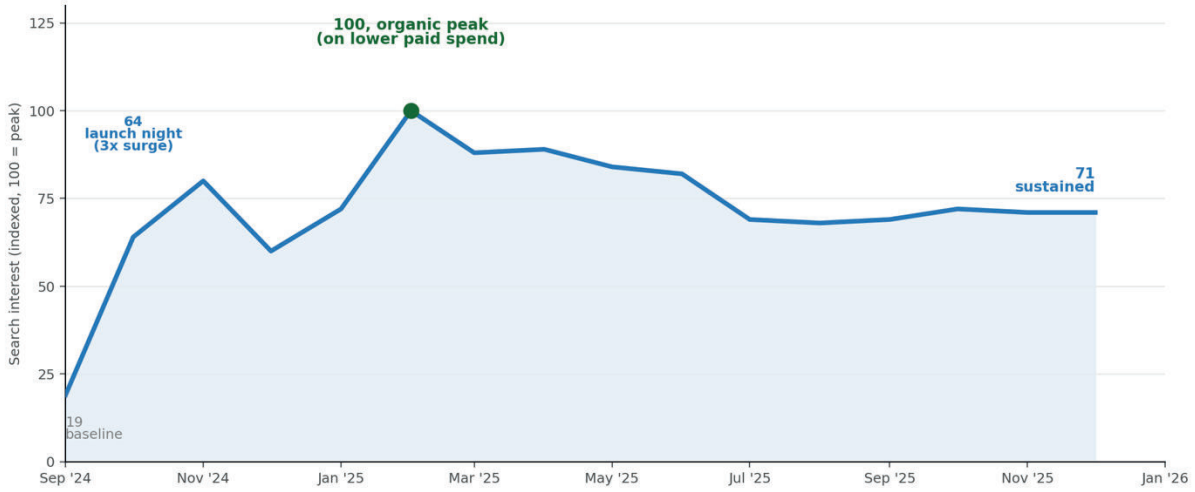
Q6 Fig 5: Demand outran supply all year, the result was a floor, not a ceiling



Source: BYD Australia / VFACTS orders and deliveries, Oct 2024 to Dec 2025. Cumulative.

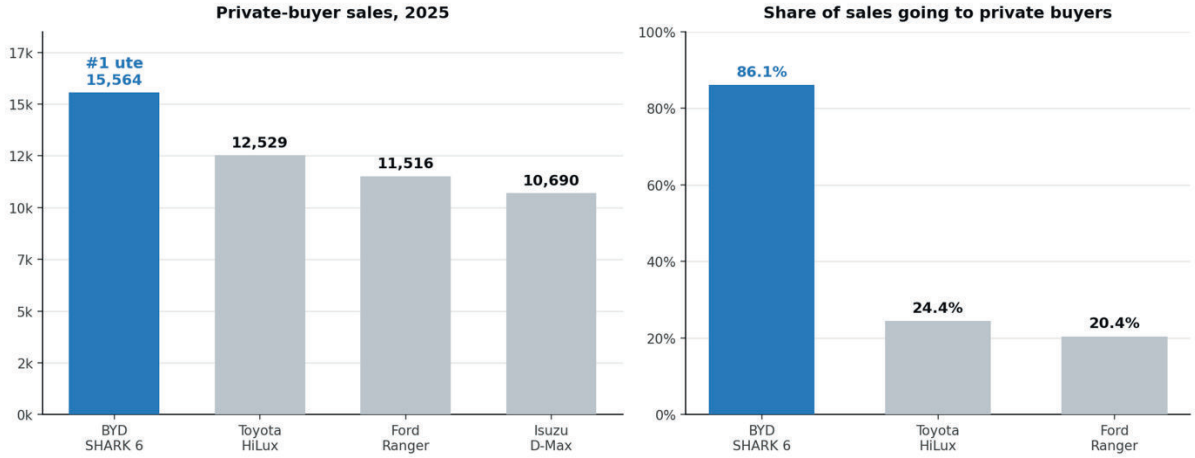
© 2026 Advertising Council Australia

Q6 Fig 6: Search demand surged at launch, peaked organically, and held all year (+274%)



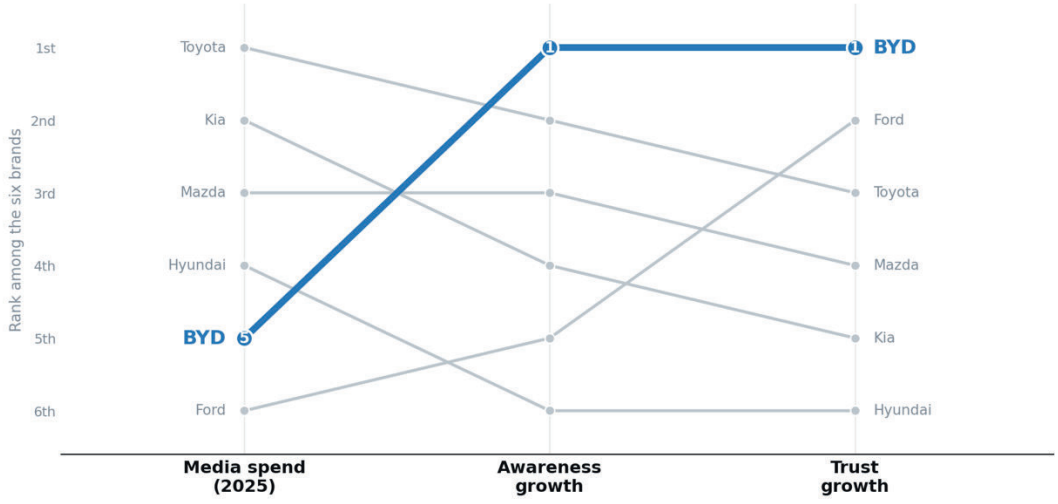
Source: Google Trends, 'BYD Shark 6', Sep 2024 to Dec 2025 (monthly, indexed to peak).

Q6 Fig 7: Among private buyers, the SHARK 6 was Australia's #1 ute, on overwhelmingly private demand



Source: FCAI VFACTS 2025 private-buyer sales, reported by CarExpert, 13 January 2026. SHARK 6 outsold every ute among private buyers; 86.1% of its sales were private vs ~20-24% for the Ranger and HiLux.

Q6 Fig 8: BYD spent the 5th-most, and grew awareness and trust the most



Among the six brands, BYD ranked 5th in media spend but 1st in both awareness growth and trust growth.

Spend: Nielsen 2025 (brand-level). Awareness growth: prompted, net Oct '24 to Dec '25 (pp). Trust growth: proportional change pre to post, from a low base. Six brands with full brand-tracking data. Source: Nielsen; Tracksuit.

© 2026 Advertising Council Australia

Sources:
[1] BYD Australia / VFACTS sales data, Oct 2024 – Dec 2025. Segment share = SHARK 6 deliveries ÷ PU/CC 4x4 segment, Feb–Dec 2025.
[2] VFACTS PU/CC 4x4 segment, 2025 (FCAI); Post-Campaign Report (earned media, test drives).
[3] Google Trends, 'BYD Shark 6', Sep 2024 – Dec 2025 (indexed, 100 = peak).
[4] Tracksuit brand tracking and Statements Pre/Post SHARK 6 Launch, Oct 2024 – Dec 2025.
[5] Media spend: Nielsen, 2025 (brand-level, all nine tracked brands). Awareness growth: Tracksuit prompted awareness, net change Oct 2024--Dec 2025. Trust growth: Tracksuit, proportional change pre/post. BYD's trust gain is the largest in proportional terms, from the lowest base in the set. Nielsen under-represents digital spend across all brands.
[6] FCAI VFACTS 2025 private-buyer sales, reported by CarExpert, 13 January 2026. SHARK 6 private sales 15,564, ahead of HiLux 12,529 and Ranger 11,516; private-buyer share: Ranger 20.4%, HiLux 24.4%.

Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

On every lens available, yes. SHARK 6 delivered a 9.1% share of the PU/CC 4x4 segment and 4th place, in its first year, from zero, on a single-model media budget that was a fraction of its competitors'.[1] Its three direct competitors, Ford, Toyota and Mazda, whose Ranger, HiLux and BT-50 set the segment benchmark, together spent many times more in measured media over the same period.[2]

On a directional basis its share of voice was broadly in line with its 9.1% share of market: near parity in year one, despite the spending gap. The comparison is directional, not exact: competitor spend is brand-level (all of their advertising, not only their utes) while SHARK 6 is a single model, so the figures indicate scale rather than a precise like-for-like.[2]

The efficiency is clearest where the comparison is clean: SHARK 6 reached 4th in segment through a network of just 60 to 70 sites, against more than 200 each for Ford and Toyota,[4] each site working far harder, and demand outran supply all year, with 4,217 orders still unfilled at December.[1] On segment rank, share, share of voice and network productivity, SHARK 6 delivered well above the weight of its budget.

Sources:
[1] BYD Australia sales and media data, Oct 2024 - Dec 2025. SHARK 6 single-model media spend (brand-level competitor spend used as the most objective proxy).
[2] Nielsen measured-media spend, 2025 (Ford, Toyota, Mazda; brand-level). Model-level competitor spend is unavailable; brand-level used as the most objective proxy. Nielsen under-represents digital spend across all brands.
[4] BYD Australia (EVDirect) vs Ford/Toyota network data, 2024.

© 2026 Advertising Council Australia

Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

A result this strong invites scrutiny. Each plausible alternative explanation is addressed directly.

Product quality. The SHARK 6 is capable, but so are its rivals. GWM's Cannon, a comparable Chinese ute with longer tenure, sold 7,480 in 2025.[1] More tellingly, Kia, an established brand with a full national dealer network, launched its Tasman ute into the same window and publicly conceded it was “well away” from its 20,000-unit annual goal, shifting barely 3,700 units since July and resorting to finance contributions of up to $4,000 to move stock.[2] Same segment, same conditions, a stronger distribution base and a lower entry price ($42,990 versus $57,900), and a fraction of the result. Credible product was never the differentiator. How the SHARK 6 was introduced was.

Pricing. At an entry-level $57,900 before on-roads, the SHARK 6 undercut the Ranger PHEV XLT ($71,990) and HiLux SR5 Hybrid (~$63,260).[3] Price mattered, but it does not explain the 5,289 orders placed before buyers had any meaningful ownership, reliability or resale history to assess. Nor does it explain what happened next. When Ford responded with lower-priced drive-away Ranger PHEV variants and legacy brands leaned heavily on ABN and finance offers, the SHARK 6 still outsold them.[3] Price opened the door, but sustained demand, category leadership and competitor responses suggest the product proposition resonated far beyond price alone.

Distribution. A disadvantage, not an advantage: 60–70 BYD sites against 200-plus each for Ford and Toyota.[4] Finishing 4th on a fraction of the retail footprint strengthens the case for communications, not weakens it.

Supply. Deliveries were gated until February 2025 by ADR compliance for a new PHEV system, global production bottlenecks and shipping from China. Supply suppressed the number, the 4,217 unfilled orders are demand the chain couldn't meet.[5] The campaign's effect is understated, not flattered, by the sales figure.

Category tailwind. Hybrid and EV adoption did rise (16%+ of sales in 2024), but that lifted every electrified entrant equally, including GWM and Kia, who didn't see comparable results.[6] A tailwind everyone shared can't explain an outcome only the SHARK 6 achieved.

Competitive withdrawal. The opposite happened. Toyota held spend and awareness; Ford actively cut prices to fight back. The SHARK 6 gained share into intensifying competition, not a vacuum.

Sources

[1] VFACTS PU/CC 4x4 segment, 2025 (FCAI).
[2] Kia Australia (COO Dennis Piccoli), reported by CarExpert, 5 December 2025: Tasman “well away” from its 20,000-unit annual target; ~3,700 units across 4×2 and 4×4 since the July launch; 1.0% (4×2) and 1.8% (4×4) ute-market share at 30 Nov; finance deposit contributions up to $4,000; pricing from $42,990 before on-road costs.
[3] Manufacturer pricing, before on-road costs: SHARK 6 from $57,900 (entry variant); Ford Ranger PHEV XLT $71,990; Toyota HiLux SR5 Hybrid ~$63,260 (comparable electrified variants). Competitive pricing activity (Ford drive-away Ranger PHEV offers; ABN/finance deals), 2025.
[4] BYD Australia (EVDirect) vs Ford/Toyota network data, 2024.
[5] BYD Australia / VFACTS order and delivery data, 2025.
[6] FCAI EV/hybrid adoption data, 2024.

© 2026 Advertising Council Australia

Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Budget was not the lever. SHARK 6's single-model media spend was a fraction of its direct competitors' brand-level advertising; Ford, Toyota and Mazda each outspent it many times over, and in the launch window the gap was widest of all. Yet SHARK 6 outsold most of them. The comparison is directional: competitor spend is brand-level, SHARK 6 a single model.[1]

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

Q11. MEDIA BUDGET ELABORATION

Heavily skewed to earned and owned over paid. A substantial share of total earned PR value was generated before paid media began, and earned value far exceeded paid. The strategy deliberately led with earned credibility, then amplified with paid.[2]

Q12. DESCRIBE OWNED MEDIA ACTIVITY

BYD-owned social channels, an EDM programme (approx. 11,000 SHARK 6 subscribers), the livestreamed launch and dealership experiences acted as primary owned touchpoints.

Q13. OUTLINE ANY SPONSORSHIPS

Cultural integrations around the Australian Open, NRL State of Origin and AFL/NRL finals (non-traditional and guerrilla placements).

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

TVC, cinema, OOH (including special builds and tram wraps), BVOD, audio, social, search, programmatic, PR/earned, owned social, EDM, livestream, experiential events, dealer experience.

Sources

[1] Nielsen / QBR competitor spend, 2024–2025.
[2] Post-Campaign Report (PR value); BYD media investment, internal/media agency.

© 2026 Advertising Council Australia