

## CASE STUDY · AUTOMOTIVE

# Re-Mind PHD improves the ID. Polo's visibility by up to 6×

VOLKSWAGEN FRANCE × RE-MIND PHD × MEIKAI

6×

### VISIBILITY LIFT

for the ID. Polo when ChatGPT cited the top article: 7.2% vs 1.2%

17/17

### ARTICLES PICKED UP

by AI assistants, the first within days

~3,000

### AI CITATIONS

across ChatGPT, Gemini, Perplexity and Copilot

## AT A GLANCE

### CLIENT

Volkswagen France

### GEO PLATFORM

Meikai

### INDUSTRY

Automotive

### AI ASSISTANTS

ChatGPT, Gemini, Perplexity, Copilot

### AGENCY

Re-Mind PHD (Omnicom Media France)

### KPI

Visibility Lift

### SOLUTION

Generative engine optimisation (GEO), sponsored editorial content

### REGION

France

## CHALLENGE

### Getting a new car into AI answers

Volkswagen launched the electric ID. Polo in France in 2026. The campaign aimed to get the ID. Polo into AI assistants' answers to questions about choosing a small electric car.

The question for Re-Mind PHD was where to invest. The agency needed to choose publishers and measure how often the ID. Polo appeared in AI answers citing the campaign's articles.

## SOLUTION

### Planning the campaign on Visibility Lift

Re-Mind PHD worked with its GEO platform partner, Meikai, which tracks how ChatGPT, Gemini, Perplexity and Copilot answer 739 buyer questions about small electric cars every day.

Rather than picking the sites AI assistants cite most, the agency ranked publishers on Meikai's Visibility Lift: how much more often an AI answer mentions the brand when a given site is cited. The two main publishers selected were both in Meikai's top five of 139. With a third specialist title, they published 17 sponsored articles in August 2026, on angles drawn from Meikai's recommendations.

Meikai then measured the Visibility Lift of each article, comparing answers to the same question, in the same week and from the same AI model.

## RESULTS

### A 6× Visibility Lift for the top article

When ChatGPT cited the campaign's top article, a guide to choosing a small electric car, the ID. Polo was visible in 7.2% of answers, against 1.2% for the same question without it: a 6× Visibility Lift, or +6 points.

All 17 articles were picked up by AI assistants, the first within days of publication. ChatGPT, Gemini, Perplexity and Copilot cited them close to 3,000 times in total.

The results give Volkswagen and Re-Mind PHD a clear plan for a second wave: focus on ChatGPT and Gemini, add another publisher from the top of Meikai's Visibility Lift ranking, and put the ID. Polo at the heart of every article.

At Omnicom Media, our expertise lies in turning new AI usage into concrete media decisions in our clients' interest. Ranking publishers by the Visibility Lift they generate, rather than by citation volume alone, allowed us to identify the best-performing environments and to guide Volkswagen's investments precisely, to get the ID. Polo into AI assistants' answers.

**Margaux Quenet**, Business Director, Re-Mind PHD (Omnicom Media France)

#### HOW MEIKAI MEASURED IT

739 buyer questions about small electric cars asked every day to ChatGPT, Gemini, Perplexity and Copilot, June to September 2026, nearly 300,000 answers. For the article results, visibility is the share of AI answers that name the ID. Polo. Visibility Lift compares answers that cite a source with answers to the same question, in the same week and from the same AI model, that do not. Citations counted 3 August to 30 September 2026 for ChatGPT and Gemini, and 3 to 31 August 2026 for Perplexity and Copilot; an answer that cites two articles is counted once for each.