



Automotive Industry Seller's Guide

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The IAB Automotive Industry Seller's Guide is the first in a series of papers that will provide publishers with practical advice for growing interactive advertising in key industry verticals. The Seller's Guides are for IAB members only and cannot be distributed without permission from the IAB.

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IAB Contact Information:

Gina Kim

Director of Industry Services, IAB

212-380-4728

Gina.Kim@iab.net

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Executive Summary

The economic recession has created many challenges for the auto industry. In 2009, auto sales in the U.S. reached the lowest levels seen since 1982.¹ Because consumers were postponing or canceling new car purchases, the average incentive per vehicle rose to a record 20% of sticker price.² 2 out of 3 Detroit automakers required government financing and bankruptcy protection. The future, however, does hold promise as the industry restructures and consumers regain confidence. U.S. Total Light Vehicle Sales are forecast to grow 11% annually from 2010 to 2013.³

U.S. advertising spend in the automotive category, the largest ad category by spend, fell 31% in the first half of 2009 compared to the first half of 2008.⁴ Innovative marketers are seizing the opportunity by leveraging the reach, scale and accountability of online. In the first half of 2009, automotive advertisers accounted for 11% of total internet ad spend (\$1.2 billion), and in 2008, automotive advertisers totaled \$2.8 billion in internet ad spend, up 12% from 2007, according to the IAB Internet Advertising Report conducted by PricewaterhouseCoopers.

This first IAB Seller's Guide offers publishers an overview of the transformation of advertising in the automotive industry and answers the following key questions:

- **Automotive Advertising Trends:** What are the key issues facing automotive manufacturers, dealers & consumers?
- **Opportunities:** Where are the opportunities to attract automotive marketers?
- **Case Studies:** How have previous interactive ad campaigns met automotive marketing objectives?

¹ Automotive News, "GM, Ford plunge as U.S. sales drop 41.3%", March 4, 2009

² Advertising Age, "US Auto Sales Continued to Drop in February", March 3, 2009

³ J.D. Power & Associates, "U.S. Total Light Vehicle Forecast", June 2009

⁴ MediaPost, "Automobile Ad Spending On the Rise", November 27, 2009

Automotive Advertising Trends

State of the Industry

2009 was a year of restructuring for the U.S. Auto Industry. Chrysler filed for bankruptcy on April 30th and emerged on June 10th with Italian automaker Fiat owning a 20% share that will grow incrementally to 35%. Fiat cannot take majority control of Chrysler until it repays money borrowed from the federal government.⁵ After taking federal bailout assistance, GM filed for bankruptcy on June 1st and completed the sale of its good assets to a new, government-backed carmaker on July 10th.⁶ The new GM emerged with four core brands: Buick, Cadillac, Chevrolet, and GMC, and brands like Saturn, Hummer, and Pontiac are in the process of being sold or closed. The federal government owns 60% of the company, after having provided \$30 billion in debtor-in-possession financing, in addition to about \$20 billion already loaned.⁷ The Obama administration hopes to take the new GM public again in 2010. Ford is the only remaining Detroit automaker operating independently of government assistance.

Domestic automakers were not alone in financial challenges. Toyota announced a net loss of \$4.4 billion for the 2008 fiscal year, its first since 1950; and warned it would lose another \$5.5 billion in 2009. In April 2009, Toyota sold 126,540 cars in the U.S., a 42% drop from 2008. Ford sold 130,000 cars in that same period. Given its strong capital structure and large cash reserve, Toyota is far from bankruptcy fears. Its smaller and nimbler competitor, Honda, lost \$1.9 billion in the first 3 months of 2009, but it still netted a profit for its fiscal year 2008 and expects to remain profitable for 2009.⁸

Automotive Advertising Tiers:

Tier 1	Automakers/Original Equipment Manufacturers (OEMs)
Tier 2	Regional Dealer Ad Associations/Agencies
Tier 3	Dealers

Automotive advertising spend breaks out into 3 tiers: automakers, dealer associations/agencies, and dealers. In 2008, U.S. automotive advertisers spent a total of \$12.8 billion across TV, magazines, newspapers, radio, Internet, and outdoor.⁹

⁵ New York Times, "Fiat Completes Acquisition of Chrysler Assets", June 10, 2009

⁶ New York Times, "With Sale of Its Good Assets, G.M. Tries for a Fresh Start", July 11, 2009

⁷ New York Times, "A Primer on the G.M. Bankruptcy", June 2, 2009

⁸ New York Times, "Toyota Posts an Annual Loss", May 9, 2009

⁹ TNS Media Intelligence, May 2009

Automakers

In the face of tighter marketing budgets and financial troubles, automakers, such as GM and Chrysler, will not only be limiting the number of brands that they market, but they will also be running longer campaigns and shifting budgets to digital. Overall, media dollars will be greatly reduced, with a shift to digital campaigns from traditional media. From 2005 to 2007, U.S. automakers grew their online advertising spend by 48% annually (see graph).

According to Jim Farley, Ford's group vice president of global marketing, "Online has become mass media. A Yahoo or Google page takeover actually gets more eyeballs than a network TV commercial now. That hasn't happened before."¹⁰ At the 2009 JD Power Automotive Internet Roundtable, Farley reported that Ford spends approximately 25% of its global marketing budget on digital, adding "it is the richness of the digital experience that makes a big difference."¹¹

In 2008, GM reported to have allocated \$1.5 billion of its \$3 billion annual advertising budget to the Internet, compared to 2007 when GM spent about \$200 million in online display ads. At the same time, GM trimmed newspaper advertising by 32%, to \$149 million.¹² A GM spokeswoman explained, "You'll continue to see more digital and social-media activation as integral parts of our advertising and marketing efforts, because it's cost-effective, efficient and allows for deeper customer engagement on their terms".¹³ Joel Ewanick, Marketing VP for Hyundai Motor America has been quoted as saying, "Online is getting to the point where it may be more important than the 30-second spot."¹⁴

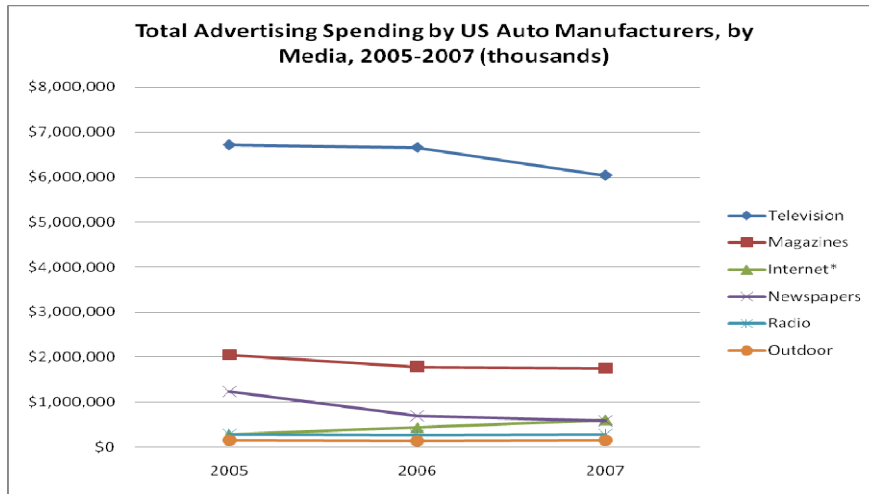
¹⁰ Detroit Free Press, "Ford says Fiesta campaign exceeded its expectations," November 19, 2009

¹¹ J.D. Power & Associates, Press Release, October 15, 2009

¹² Thetruthaboutcars.com: "GM to Shift \$1.5b to Online Advertising," March 21, 2008

¹³ Advertising Age, "Who Will Win, Who Will Lose As GM, Chrysler Shift Focus", February 23, 2009

¹⁴ Thetruthaboutcars.com: "GM to Shift \$1.5b to Online Advertising," March 21, 2008



Total Advertising Spending by US Auto Manufacturers, by Media Compound Annual Growth Rate for 2005-2007:

Television	-5.2%
Magazines	-7.5%
Internet*	48.0%
Newspapers	-31.1%
Radio	-0.4%
Outdoor	0.3%

Source: eMarketer, "Automotive Marketing Online: Negotiating the Curves", June 2008

Dealers

Dealerships, which are owned independently of the manufacturers and operate largely through franchise agreements, have been hit hard by the economic crisis. They are being squeezed between consumers who are putting off the purchase of new cars and manufacturers who are cancelling franchise agreements as part of their bankruptcy restructuring. As of May 2009, Chrysler had a remaining 3,200 dealers, and it terminated an additional 789 dealer agreements before emerging from bankruptcy in June 2009.¹⁵ In May 2009, GM notified 1,100 dealers that they would lose their franchises by October 2010. The 1,100 dealers represent 18% of GM's current dealership network, but just 7% of 2008 sales. Overall, GM plans to eliminate 2,369 or 40% of its 5,969 dealers by the end of 2010. The cut includes 500 dealers that sell only Pontiac, Saturn, Saab or Hummer, the brands that GM intends to sell off or close.¹⁶

This significant reduction in the number of dealerships is impacting ad spending. In 2008, dealers cut marketing spend by 24% while manufacturers cut by 10% versus 2007.¹⁷ In the first quarter of 2009, 3,000 dealerships ceased advertising altogether.¹⁸ Sales in remaining dealerships will be more concentrated and marketing efforts will put a greater emphasis on ROI. Historically, dealers have spent their marketing budgets on newspapers and spot TV to reach local audiences and drive customers to their dealerships. Dealers spent \$7.86 billion on advertising in 2007, and from 2005 to 2007, U.S. auto dealerships grew their online advertising spend by 70% annually (see graph). New- and used-car dealers are forecast to increase online local ad spending by 11.4% in 2010.¹⁹

The shift to digital in media buying at the local level has just started, and online will continue to take share as dealers recognize its importance in the marketing mix. A recent study showed a significant gap in dealer perception and reality about the role of the Internet in driving walk-in traffic. The study proved that 54% of walk-in traffic that was driven by advertising can be attributed to the Internet, but dealers perceived only 32% of advertising-driven walk-in traffic as being attributable to the Internet.²⁰

When asked where online advertising fits into their overall media mix, Larry Van Tuyl, Co-CEO, The Van Tuyl Group (a management group of approximately 65 independently owned dealerships nationwide) replied, "It's constantly changing and growing. Collectively, our dealerships are spending about a million dollars a month on the sales side for Internet marketing. Over the past five years, that number has grown significantly. We know that a big percentage of our business comes from online traffic. Merchandising our cars online is where we are focused right now. With the capability to track and show true ROI, more and more of

¹⁵ Advertising Age, "In Bankruptcy, Chrysler Returns With National TV Ad Buy", May 7, 2009

¹⁶ New York Times, "GM Notifying 1,100 Dealers That They Will Be Dropped", May 16, 2009

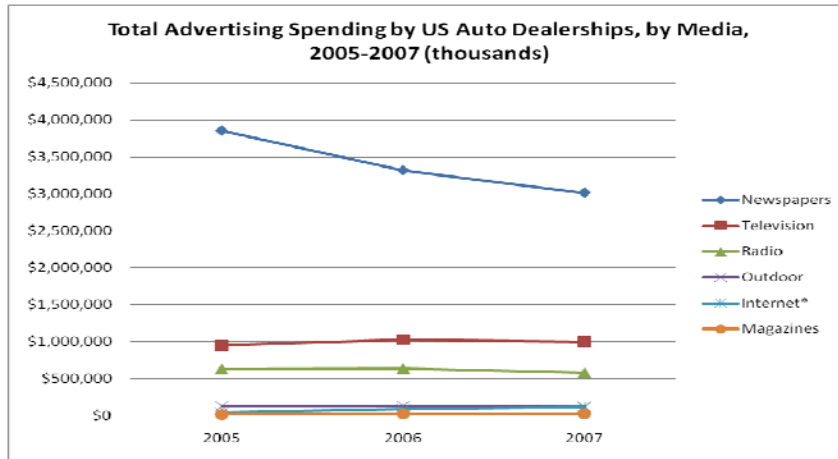
¹⁷ TNS Media Intelligence, May 4, 2009

¹⁸ AdWeek, "Q1 Ad Spend Dips 12%", June 8, 2009

¹⁹ MediaPost, "Automobile Ad Spending On the Rise", November 27, 2009

²⁰ Northwood University Dealer Walk-In Study in conjunction with AutoTrader.com, January 2009

the budget seems to be shifting this way. I think it will continue to grow with a more proportionate mix with other media such as newspaper and online."²¹



Total Advertising Spending by US Auto Dealerships, by Media Compound Annual Growth Rate for 2005-2007:

Newspapers	-11.6%
Television	2.3%
Radio	-4%
Outdoor	-0.4%
Internet	70%
Magazines	30.8%

Source: eMarketer, "Automotive Marketing Online: Negotiating the Curves", June 2008

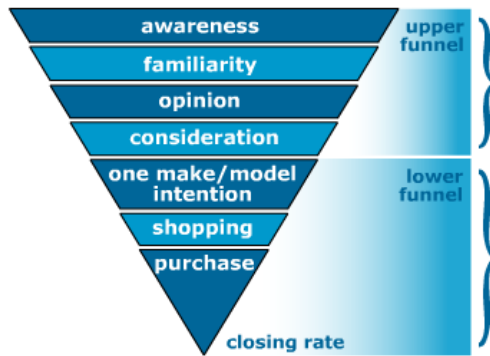
Consumers

The decision making process in purchasing a new car is complex. Online plays a strong role in determining a consumer's consideration set both through online research and online advertising. According to J.D. Power & Associate's 2008 New Autosshopper.com Study, 75% of new-vehicle buyers used the Internet during their shopping process in 2008 vs. 40% in 1999. The total amount of time shoppers spend online researching automotive information is more than six and a half hours for a new purchase. 84% of automotive Internet users relied on search for automotive information and 69% utilized consumer-generated content (CGC) as part of the online shopping process.

²¹ Cars.com, "DealerAdvantage Dealer Profile", July 2008

19% of online auto shoppers start shopping on a dealer website.²² Shoppers expect to find sophisticated information about vehicles online. Historically, this information was only available via a dealership, driving consumers to walk-in. Some dealers feel threatened that digital marketing seeks to replace the role of the dealership, rather than bring in potential and past customers. Internet sites are seeking to establish good relationships with dealers who do not trust the Internet as an effective sales distribution channel, and OEMs are working with their dealer networks to build the technology infrastructure to take and prioritize Internet referrals.

Products - AFI Purchase FunnelSM



Source: GfK Group

The "Purchase Funnel", a diagram of consumer decision-making identified with the automotive research firm Allison-Fisher International, illustrates how consumption choices begin with awareness and ultimately lead to purchase. The "upper funnel" has typically been associated with traditional advertising – TV, radio, newspapers, and magazines. Marketers have relied on interactive advertising for the "lower funnel", leveraging the Internet for demand fulfillment as opposed to demand generation. However, as online plays an influencing role all through the purchase funnel, auto marketers are now recognizing the importance of interactive advertising for both building brand awareness and driving leads.

Auto marketers are also leveraging the ability of interactive advertising to effectively target auto buyers. Targeting can come in the form of contextual, demographic, geographic, technographic, and behavioral, and new techniques are evolving. Targeting helps both marketers and publishers optimize ad campaign performance to reach consumers who are in-market auto buyers.

²² iMedia Connection Blog, "Massive Pain Drives Massive Adoption of Online Media in Auto Industry", October 18, 2009

Opportunities

Market Rebound

The credit crisis affected the ability of many consumers to obtain financing for new car purchases, and low consumer confidence drove many to either postpone new car purchases or chose used cars instead. In July, the federal government introduced CARS (Cash Allowance Rebate System) or "cash for clunkers", which allowed new-car buyers to get up to \$4,500 in rebates when they traded in older vehicles for more fuel-efficient models.

Cash for Clunkers revived auto sales to rates of 11.1 million units in July and 13.7 million in August, the strongest sales out of the prior 15 month period.²³ In addition to boosting sales, Cash for Clunkers brought the average days' supply of vehicles on a dealer lot from 94 to 58, allowing automakers to increase production at some plants.²⁴ Though there was a drop when the federal incentive program ended, U.S. light vehicles sales recovered. In October, the seasonally adjusted annual sales rate reached 11.2 million; it had not risen above 9.9 million in 2009 without the Cash for Clunkers program.²⁵

GM's U.S. sales rose 5% in October 2009 compared to October 2008, its first gain since January 2008. Chrysler struggled with a 30% sales drop. Ford's sales rose 3%, and it reported \$997 million net profit in third quarter 2009 and its first operating profit in North America since the beginning of 2005. Speaking at the end of 2009, Standard & Poor's equity analyst Efraim Levy predicted, "Going forward, we should see a fairly steady increase in demand. How fast, no one knows, but the trend is there."²⁶

Hyundai Motor Group, which owns both the Hyundai and Kia brands reported a 49% U.S. sales increase in October 2009 from October 2008 for Hyundai and 45% increase for Kia. Hyundai's sales rose to 31,005 from 20,820 on higher demand for Elantra small cars, Santa Fe SUVs and Genesis luxury sedans, giving Hyundai the biggest increase for any automaker in October. Toyota, the world's largest automaker, and Honda remained essentially flat, while Nissan's sales rose 5.6%. Jess Toprak, head of industry analysis for TrueCar Inc. explained, "Consumers keep looking for the most car they can get for the money. Hyundai and Kia are giving them that."²⁷

²³ Automotive News, "U.S. sales, aided by GM, show some real spark", November 3, 2009

²⁴ iMedia Connection Blog, "Massive Pain Drives Massive Adoption of Online Media in Auto Industry", October 18, 2009

²⁵ Automotive News, "U.S. sales, aided by GM, show some real spark", November 3, 2009

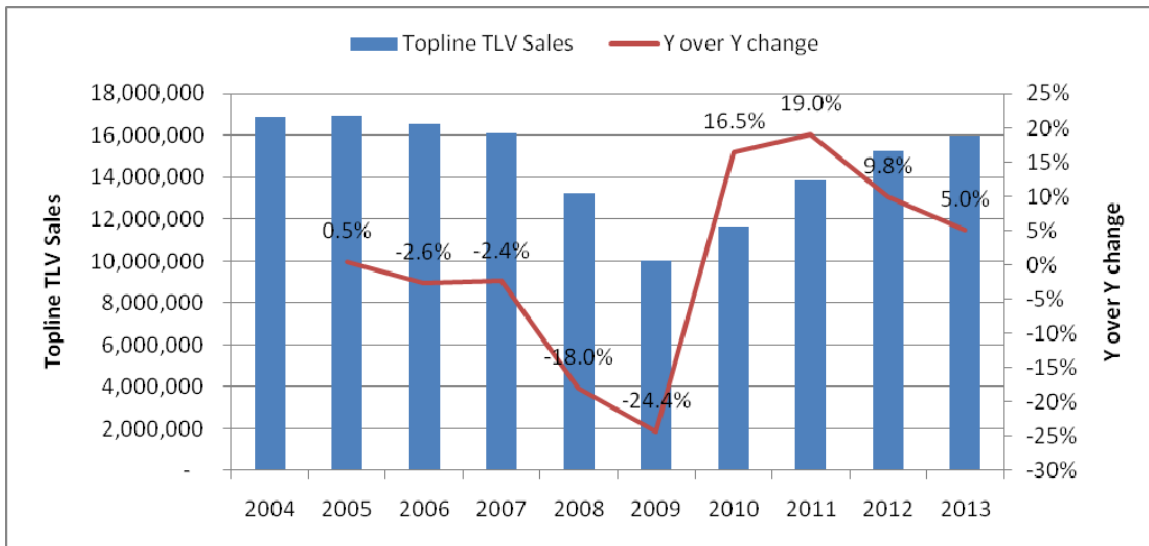
²⁶ Automotive News, "U.S. sales, aided by GM, show some real spark", November 3, 2009

²⁷ Bloomberg, "Hyundai leads U.S. sales rebound for Asian Automakers", November 4, 2009

Positive sales news is leading auto marketers to revive marketing budgets. General Motors announced in August that it planned to increase ad spend for the rest of 2009 and in 2010, after having cut ad spend by 15% in 2008.²⁸ Chrysler plans to spend \$100 on advertising for each new vehicle sold in the U.S. at retail (excluding fleet), rising to \$170 per vehicle in 2010 and \$210 in 2011. Based on 2010 sales forecasts, Chrysler's ad spend would reach \$1.4 billion in 2010.²⁹

Publishers should be prepared to take advantage of the opportunities as auto sales turn around and marketing budgets return. J.D. Power & Associates forecasts U.S. Total Light Vehicle Sales to turn around in 2010, with positive growth through 2013 (see graph). J.D. Power & Associates also predicts that digital media buys will comprise 22% of auto advertising by 2011, increasing from 7% in 2008.³⁰

U.S. Total Light Vehicle Forecast



Source: J.D. Power & Associates

²⁸ MediaPost, "Automobile Ad Spending On the Rise", November 27, 2009

²⁹ Advertising Age, "Chrysler Hikes Spending to 'Re-Establish' Three Brands", November 9, 2009

³⁰ J.D. Power & Associates, Press Release, October 15, 2009

New Product Launches

Publishers should also pursue opportunities with new product launches. Auto manufacturers are moving forward with investments in new products, and as they have streamlined the number of models, marketing budgets will be larger per brand. By 2012, GM expects to have 36 models under four marquees: Chevrolet, Cadillac, Buick, and GMC brands. GM eliminated Pontiac, Hummer, Saturn, and Saab.³¹ Chrysler has eliminated: Dodge Durango SUV and Magnum, along with Chrysler Aspen, PT Cruiser, PT Cruiser convertible, Crossfire, and Pacifica.³²

"2009 marketing budget is really right in line with what the 2008 levels were at," said Matt VanDyke, Ford's marketing director for the United States. Ford has announced that its marketing budget will remain about the same because it is launching a number of important new and redesigned vehicles, including the Ford Fusion.³³ Adapting to changing market demands, Ford is pushing forward smaller cars and crossover vehicles.³⁴ The Ford Fusion meets increased consumer demand for fuel efficient and hybrid cars.

Driven by concern over foreign oil dependence and rise in crude oil prices, in 2008, for the first time in seven years, cars outsold trucks in the U.S. – 51% for cars, 49% for trucks.³⁵ GM has made investments in a plug-in hybrid electric car, Chevrolet Volt, which it plans to introduce in late 2010. A Chrysler spokeswoman said "For the 2009 model year, 73% of [Chrysler's] product lineup offers improved fuel economy compared to last year's model. At one time, the message was further down in the creative, but now fuel efficiency ranks among the top messages that consumers want to see."³⁶

To launch Fiesta subcompact cars in the U.S., Ford created a social media campaign. In April, Ford recruited 100 agents, mainly young and savvy, to use the Fiesta cars for free for six months and in exchange write about their experiences online. By October, that online content had generated more than 4.3 million video views on YouTube, more than 540,000 photo views on Flickr and more than 3 million Twitter impressions. According to Jim Farley, Ford's group vice president of global marketing, 60% of the public is now aware of the brand, even though the vehicle doesn't go on sale until early summer 2010. "To get 60% awareness in traditional media, it costs somewhere north of \$50 million" added Farley who only revealed that what Ford spent on the campaign was a fraction of \$50 million.³⁷

³¹ Advertising Age, "Which GM Brand Should Be Saved", June 15, 2009

³² Advertising Age, "Who Will Win, Who Will Lose as GM, Chrysler Shift Focus", February 23, 2009

³³ Detroit Free Press, "Ford has vehicles to launch", March 3, 2009

³⁴ New York Times, "At Ford, End of a Big Vehicle Era Takes a Toll", February 24, 2009

³⁵ Auto Observer, "Ford Fusion Ads Break, Focusing on Fuel Economy", March 3, 2009

³⁶ Advertising Age, "Who Will Win, Who Will Lose As GM, Chrysler Shift Focus", February 23, 2009

³⁷ Detroit Free Press, "Ford says Fiesta campaign exceeded its expectations", November 19, 2009

Branding

For the long-term, automakers are investing for the future, and there are opportunities with brand awareness campaigns. As Chrysler dealer Tom Barenboim put it, "The market is filled with opportunity because people will need to buy cars sometime in the future." Automakers understand that consumers may not be buying right now, but their loyalty can be maintained and built in the meantime to prepare for when the market bottoms out and begins to upswing. "There is a feeling the [new-auto] market is at or near the bottom now, so anyone who sat out earlier in the year is now out there and getting going," Ian Beavis, EVP of IAG Research's automotive arm said.³⁸

Since it emerged from bankruptcy in June, Chrysler essentially ceased marketing for a 5 month period and announced in November that it will start to invest in the Jeep, Ram and Dodge brands. New Chrysler Group CEO Sergio Marchionne explained, "We would not reinvest \$23 billion if your expectation is not to re-establish these brands". Chrysler hopes to reposition Dodge cars from rugged to refined and youthful, and Jeep will focus more on fuel economy and on-road driving manners.³⁹

Auto marketers are shifting to cross-platform campaigns, integrating offline & online with search, display, online video, and social networking components. Ford announced plans to make extensive use of online marketing for the 2010 Fusion and the 2010 Fusion Hybrid campaign: "We speak car".⁴⁰ The brand awareness campaign ran from March to June 2009 with the goal of raising awareness from the starting level of 60% of consumers who are shopping for mid-sized cars are aware of the Fusion.⁴¹ Ford Fusion competes against Toyota Camry and Honda Accord, the mid-sized car segment leaders. The estimated \$60 to \$80 million budget is aimed at the "upper funnel" of familiarizing consumers with the brand before they are ready to buy.⁴²

In 2008, Hyundai announced plans to spend \$80 million for a marketing campaign for its new Genesis luxury sedan – by far the most the automaker has spent to launch a vehicle in the United States.⁴³ Joel Ewanick, VP Marketing, explained "For Hyundai to be successful, we really can't let up; we have to define who we want to be." The Genesis has helped Hyundai move its brand perception into the luxury market. Despite the economy, Hyundai's gamble has reportedly been paying off, with sales at or near objectives in the last quarter of 2008.⁴⁴ Hyundai is planning heavy marketing behind the 2010 Genesis coupe. Hyundai's Assurance plan, launched in January, allows buyers to return any new Hyundai vehicle leased or financed in 2009 if they lose their jobs within the first year of ownership. Hyundai also will make the vehicle payments for 90 days. Hyundai's Assurance plan has created a lot of buzz

³⁸ Advertising Age, "Carmakers Return to Cable, Broadcast TV", March 24, 2009

³⁹ Advertising Age, "Chrysler Hikes Spending to 'Re-Establish' Three Brands," November 9, 2009

⁴⁰ Autoobserver.com, "Ford Fusion Ads Break, Focusing on Fuel Economy", March 3, 2009

⁴¹ Automotive News, "Fusion ad campaign emphasizes fuel economy", March 2, 2009

⁴² Advertising Age, "With Fusion Campaign, Ford Targets 'Upper Funnel' Car Buyers", March 2, 2009

⁴³ Automotive News, "Hyundai spends like never before to launch Genesis luxury sedan", May 26, 2008

⁴⁴ MediaPost, "Hyundai's Marketing Veep Spells Out Brand Plan", December 30, 2008

in the industry and positive press. Hyundai's strategy of using the economic downturn as an opportunity to take market share from American and Japanese automakers seems to have paid off. They announced a record quarterly profit in July 2009.⁴⁵

Publisher Capabilities

Online publishers must take an advisory role, both in developing marketing solutions and in expanding the understanding of the benefits of online advertising for auto marketers. The IAB Building Brands Online study with Bain & Company reveals that brand marketers want category expertise, customization and a relationship mindset (for the full study, please refer to: www.iab.net/BuildingBrandsOnline). Digital sales organizations should approach auto marketers earlier in the buying process and develop relationships, similar to those in TV and print. Resources should be allocated to build automotive category expertise and to create innovative cross-platform campaigns that integrate traditional media with social, video, search, and display. Publishers must be able to demonstrate how auto marketers can reach their audience with messages that effectively target throughout the purchase funnel, achieving both upper and lower funnel objectives. Salespeople with intimate knowledge of the automotive industry, online & offline platforms, and the publisher's own audience are critical to attracting auto marketers.

⁴⁵ New York Times, "Hyundai Reports Record Profit", July 24, 2009

Case Studies

Publishers can use the following case studies as templates for future campaigns. These examples highlight success stories of digital campaigns that featured innovative online advertising. In many cases, online was part of a larger integrated cross-media campaign. These case studies demonstrate that the Internet is an effective tool for building brand awareness and driving leads.

Chevy Malibu

Platforms:	<ul style="list-style-type: none"> • Display
Campaign Objectives:	<ul style="list-style-type: none"> • Awareness & Sales Leads
Success Metrics:	<ul style="list-style-type: none"> • Delivered 960 million impressions and reached nearly 90% of all U.S. online users in one day • 3.7 million interactions with content and 317,000 web users requested dealer information or price quotes

In 2008, Chevy Malibu bought an extensive campaign of boxes and embedded interactive ads on the home pages of Yahoo, MSN and AOL, which extended across 50 high-traffic sites that included Weather.com, Amazon, Oprah.com and The New York Times, as well as key automotive sites. The plan also included a “roadblock” of the major search engines. GM estimated that it delivered 960 million impressions and reached nearly 90% of all U.S. online users that day. In addition to driving awareness, potential buyers were lead to higher involvement and converted to sales leads – the campaign recorded 3.7 million interactions with the content and 317,000 web users clicked onto mini-sites for dealer information, price quotes or tours of Malibu’s interior and exterior.⁴⁶

⁴⁶ Advertising Age, “2008 Chevy Malibu vs. Honda Accord”, August 18, 2008



Nissan Rogue

Platforms:	<ul style="list-style-type: none"> • Display, Digital Video, Games, Mobile
Campaign Objectives:	<ul style="list-style-type: none"> • New Product Launch
Success Metrics:	<ul style="list-style-type: none"> • Viral videos viewed over 200,000 times in the initial four weeks of the campaign • "Maze Master I" voted one of Yahoo!'s top 4 viral videos of 2007 • CTR from Heroes to Rogue was .63% • No. 1 Most Searched Car among 2007 models on CARS.com • Rogue placed 6th in crossover vehicles six months after launch • Campaign won MIXX 2008 Digital Video Gold Award, Digital Integration Gold Award, VOD and Interactive Television Gold Award, and Best in Show Award (Marketer: Nissan, Agency: TEQUILA)⁴⁷

The Nissan Rogue advertising campaign launched with a series of viral videos titled the "Maze Master", taking consumers through an online journey with visions of the car driving down city streets surrounded with skyscrapers. In 4 weeks, the YouTube videos were viewed more than 200,000 times. The term "2008 Nissan Rogue" ranked No. 7 in search on Yahoo in October 2008. In six weeks, the game had been played more than 335,000 times on NissanUSA.com. According to Kristi Vandenbosch, president at Tequila USA, one of Nissan's ad agencies, "Many car dealerships were starting to see waiting lists to buy the car, which they hadn't seen in quite some time".⁴⁸

Nissan Rogue Campaign Overview

- **Viral** - Released two videos to bring the marble maze game back into popular culture. Within four weeks, the two were seen nearly 200,000 times.
- **Adpods** - Interactive commercials called 'Rogue AdPods' were shown on NBC's media player during Heroes replays. AdPods became stand-alone content destinations by featuring hidden and unique Heroes elements, behind the scenes footage, wallpapers, and never-before-seen elements. Turned Rogue messaging into a content destination. Viewers were challenged to find "Easter eggs" of additional NBC 'Heroes' content, and to discover more about Rogue.
- **Games** - Rogue was featured in a series of digital games inspired by arcade classics like PacMan, Pong, and Breakout. 'Maze Master' was developed with Papervision3D, a 3D-rendering Flash9 script, that - at the time of its production - had never before been used in a banner execution.

⁴⁷ www.mixx-awards.com

⁴⁸ MediaPost, "Nissan's Agency Details Online Branding Success", March 24, 2009

- **Mobile** - Partnered with a leading mobile provider to launch simple-to-use banner-to-mobile downloads. By entering a mobile phone number in text fields, participants could download video games and a limited release ringtone of the Clash's "Pressure Drop".



Ford Fusion

Platforms:	<ul style="list-style-type: none"> • Display, Social Media
Campaign Objectives:	<ul style="list-style-type: none"> • Raise brand awareness from the current level of 60% of consumers who are shopping for mid-sized cars⁴⁹
Success Metrics:	<ul style="list-style-type: none"> • During the first two weeks of the promotion, more than 100,000 people registered on the site • 54% wanted more information about the 2010 Fusion • 16% wanted information about the new hybrid version

Ford announced plans to make extensive use of online marketing for the 2010 Fusion and the 2010 Fusion Hybrid campaign: "We speak car".⁵⁰ The estimated \$60 to \$80 million budget is aimed at the "upper funnel" of familiarizing consumers with the brand before they are ready to buy. The campaign includes 30-second TV spots, online sweepstakes: "We race. You win" with a NASCAR tie-in, and online components for its regional dealer ad groups (tier 2). Through the online promotion, visitors to weraceyouwin.com can enter to win a VIP trip to Ford Championship Weekend in Miami in November and a 2010 Fusion. During the first two weeks of the promotion, more than 100,000 people registered on the site; 54% wanted more

⁴⁹ Automotive News, "Fusion ad campaign emphasizes fuel economy", March 2, 2009

⁵⁰ Autoobserver.com, "Ford Fusion Ads Break, Focusing on Fuel Economy", March 3, 2009

information about the 2010 Fusion, and another 16% want information about the new hybrid version. Ford is promoting the sweepstakes on Twitter and Facebook.⁵¹



Honda Civic

Platforms:	<ul style="list-style-type: none"> • Social Media
Campaign Objectives:	<ul style="list-style-type: none"> • Awareness
Success Metrics:	<ul style="list-style-type: none"> • Application viewed over 4.7 million times • Average interaction rate was 15.3%, compared to the industry average 6% • 55,000 daily unique visitors during 2 month campaign • Campaign won MIXX 2008 Widget Marketing Gold Award (Marketer: Honda Civic, Agency: RPA)⁵²

Since 2001, Honda has teamed with the newest break-out bands to promote the Honda Civic Tour, a moderately priced music tour with an environmental conscience, exemplified in the Civic Hybrid. Honda partnered with RPA to develop the Honda Civic Tour Widget, an interactive application offering exclusive band and tour content in the hopes of increasing brand and tour awareness. Fans could easily grab the widget from Google and the Civic Tour

⁵¹ Advertising Age, "With Fusion Campaign, Ford Targets 'Upper Funnel' Car Buyers", March 2, 2009

⁵² www.mixx-awards.com

online site and post it on their favorite social networks, resulting in a 1.69% grabbing rate. Viewed over 4.7 million times, the application engaged users and activated viral movement within the online space.



BMW

Platforms:	<ul style="list-style-type: none"> • In-Game Advertising
Campaign Objectives:	<ul style="list-style-type: none"> • New Product Launch
Success Metrics:	<ul style="list-style-type: none"> • 2 million registered online downloads • Over 5 million players overall • Winner of the "Best German Game" Award • Campaign won MIXX 2008 In-Game Advertising Gold Award (Marketer: BMW, Agency: JOGO Media)⁵³

Utilizing one of the world's most advanced game simulation engines, JOGO Media created a racing game to introduce BMW's new M3 and its amazing driving experience to a young, savvy, and professional target market. In addition to distributing the game online, in magazines, and at events, BMW transformed actual M3s into life-sized video games, allowing users to literally put themselves in the driver's seat.

Through partnerships with complimenting brands such as Castrol, Intel, and Bilstein, BMW was able to offset production costs while maintaining brand integrity. BMW was praised effusively for the M3 Challenge, eliciting a favorable response from three out of four people during an online analysis.

⁵³ www.mixx-awards.com





Honda Certified Used Cars


Platforms:	<ul style="list-style-type: none"> • Search
Campaign Objectives:	<ul style="list-style-type: none"> • Lead Generation
Success Metrics:	<ul style="list-style-type: none"> • Sales increase of 13.9% in first eight months of 2007 • Optimization delivered a 226% lift in total microsite visits • 780% increase in total leads submitted • Campaign won MIXX 2008 Search Marketing Gold Award (Marketer: Honda Certified Used Cars, Agency: RPA)⁵⁴

Due to an increase in new vehicle leasing, sales of Certified Used Cars have become more essential to Honda's business. RPA created a geo-segmented campaign, tailoring creative to the vehicle and location of the shopper and using a keyword bidding system based on geography. Through a partnership with Yahoo! and Google, used car shoppers were directed to custom co-branded microsites that provided listings based on location, model and year of interest.

Millions visited the co-branded microsites in 2007, and later campaign optimizations delivered a 226% lift in site visits. Sales increased 13.9% in the first eight months of 2007, and the campaign was a featured case study during the 2008 Google Automotive Executive Summit.

⁵⁴ www.mixx-awards.com


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 Free CARFAX report

The extended manufacturer warranties that come with every Honda Certified Used Car is a tremendous benefit, and really take the worry out of used-car buying. [Learn more](#) about the Honda Certified coverage, including our 7-year/100,000-mile limited powertrain warranty.

2005 Accord Sedan LX Manual

Price \$16,995

Mileage 41,999 miles

Transmission Manual

Exterior Color Satin Silver Metallic

Interior Color Black

VIN 1HGCM554X5A088763

Distance From You 6.2 miles

Dealer Stock 803292