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OVERALL INDUSTRY INSIGHTS:

In general, ads that depict vehicles in action while using relatable storylines excelled in April. In the Luxury segment, the safety themed Infiniti Q50 ad (a consistently strong performer) was the top Luxury ad due to its use of a relatable safety feature demonstration that was relevant and connected with viewers on an emotional level. In Non-Luxury, Toyota's Tundra ad benefits mostly from strong engagement and unique visuals. Both ads also induce strong net intent to take action as a result of seeing the ad.



TOP NON-LUX AD:

Toyota's ad, "Creative Field," primarily features the Tundra being used for a variety of home projects (towing, carrying sod, pulling out a tree stump). Although many truck ads aim to show the toughness and power of the truck, what separates this ad from other truck ads is the engaging storyline that shows the truck in action with unique visual effects.

Brand:
Toyota

Title:
"Creative Field"

Length:
30 Sec

PERFORMANCE DRIVERS:

Engagement (Clever, Humorous, Entertaining, Grabs Attention), Visually Appealing



TOP LUX AD:

"Accident Prediction" contains a strong safety and innovation theme. It features the Q50 alerting the driver of an impending accident two vehicles ahead of it, giving the driver ample time to stop. The voiceover drives this point home by saying "helping you avoid accidents you don't see coming." Safety themed ads really resonate with luxury consumers, especially when the feature is demonstrated.

Brand:
Infiniti

Title:
"Accident Prediction"

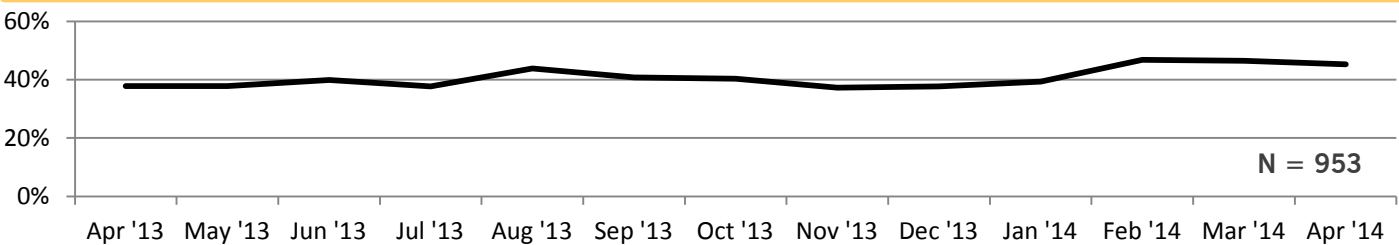
Length:
30 Sec

PERFORMANCE DRIVERS:

Relevance, Cognitive, Empathetic, Spoke Directly To Viewers, Engaging, Portrays Innovative Brand

% OF INTENDERS PLANNING TO PURCHASE/LEASE WITHIN THE NEXT THREE MONTHS:

The percentage of April near-term Intenders who plan to purchase in the next three months remains relatively stable at 45%, and is still somewhat above year-over-year data from April, 2013.



From March to April, most in-market actions and intentions among 3-month Intenders decline, except for *Researching Online*. Although *Dealer Visitation* and *Test Drive* decline, they continue to be among the top intentions along with *Researching Online*. Loyalty to *Brand* and *Dealership* decline slightly, and loyalty to the *Salesperson* remained stable, but all three continue to constitute the bottom intentions.

AMONG 3-MONTH INTENDERS...

