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OVERALL INDUSTRY INSIGHTS:

In general, safety themed ads that show the crashworthiness of a vehicle or that depict innovative safety features that can help a vehicle avoid a crash excelled in May. In the Luxury segment, the safety themed M-Class ad uses a unique storyline to showcase various safety features and how they help avoid crashes. In Non-Luxury, Subaru's safety image ad makes a strong emotional connection with the audience by showing the badly mangled Subaru vehicles of people who just survived a horrific crash to really drive home the notion that Subarus are very safe vehicles and can protect you in bad crashes.



Brand:

Subaru

Title:

"It's A Miracle"

Length:

30 Sec

TOP NON-LUX AD:

Subaru's ad, "It's A Miracle," is a heavily safety-oriented ad. It features shots of badly damaged Subarus being towed away in the aftermath of some very horrific automobile accidents. In each situation the viewer hears various people (policeman, tow-truck driver, etc.) comment that "they lived." The ad provides visual evidence to substantiate the claims that Subaru's vehicles are very safe. The ad makes a very strong emotional connection and does so in an impactful manner.

PERFORMANCE DRIVERS:

Empathetic, Relevance, Cognitive, Speaks Directly To Viewers, Quality



Brand:

Mercedes

Title:

"Almost Couldn't Crash"

Length:

30 Sec

TOP LUX AD:

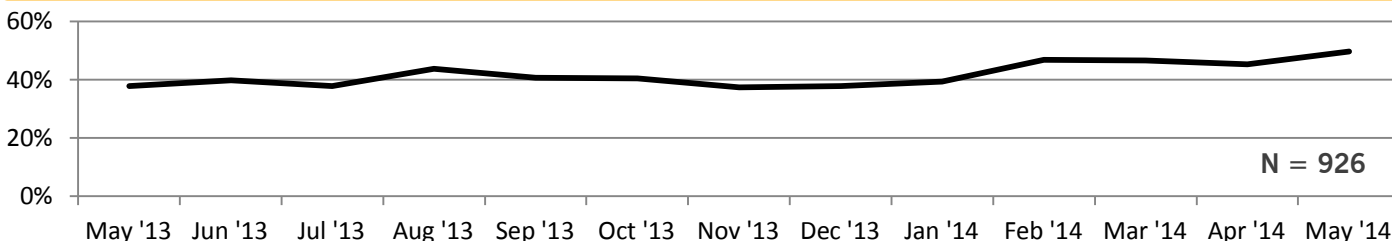
"Almost Couldn't Crash" features the M-Class in a very unlikely spot - a demolition derby. Despite all the chaos happening around it, the vehicle's innovative safety features (blind spot monitor, lane departure, auto braking) help it avoid all crashes. The safety-oriented ad goes so far as to say "It's almost like it couldn't crash even if it tried." Even though a bit far-fetched, the ad benefits from having the safety features demonstrated, thus communicating their benefits to consumers.

PERFORMANCE DRIVERS:

Quality, Performance, Engagement, Relevance, Cognitive, Empathetic, Styling

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

The percentage of May's near-term Intenders who plan to purchase in the next three months saw a 5% increase to 50%, and is well above the year-over-year data from May, 2013.



From April to May, most in-market actions and intentions among 3-month Intenders decline, except for loyalty to *Brand*, *Dealership*, and *Salesperson*. Although *Dealer Visitation*, *Test Drive*, *Researching Online* decline, they continue to be among the top intentions overall. Despite strong increases among loyalty to *Brand*, *Dealership*, and *Salesperson*, all three continue to constitute the bottom intentions among 3-month intenders.

AMONG 3-MONTH INTENDERS...

