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OVERALL INDUSTRY INSIGHTS:

Safety and humor are the overarching themes propelling these top performing ads during September. Subaru finds success using a humorous storyline as the primary means to deliver its message of quality and longevity. Humor is effective when it's used to deliver relevant information. Within the Luxury segment, Infiniti utilizes a combination of safety and innovation themes, along with real-life vehicle demonstrations, to convey its message in an impactful way. Phoenix research has shown that as of late, Infiniti and Mercedes have achieved success using this combination of safety & vehicle demonstrations in their TV communications.



TOP NON-LUX AD:

"Child Driven" uses a humorous storyline to communicate that the Subaru Legacy is the longest lasting midsize sedan. The ad features a dream sequence in which a father offers his toddler the opportunity to drive his Legacy. But in the dream sequence the toddler experiences things like traffic, getting a parking ticket, having to chauffeur his dad around, and grocery shopping and instead tells he's dad that he'll pass. Then the voiceover says that it might be quite a while before he's ready to drive, but the Legacy will be ready for him. The ad's strong quality/performance focus, delivered in a likeable and engaging storyline, makes this a successful ad.

Brand:
Subaru

Title:
"Child Driven"

Length:
30 Sec

PERFORMANCE DRIVERS:

Speaks Directly To Viewers, Engaging, Relevant, Empathetic, Stylish



TOP LUX AD:

"Backup Safety" uses a familiar and successful combination of a safety theme and vehicle demonstrations to achieve success. Prior research has proven the safety and technology themes resonate well in the luxury consumer space and this is a prime example. The ad features multiple scenarios in which the back-up collision intervention system helps the QX60 avoid an accident. Also, highlighting the fact that the vehicle can detect a potential accident and then stop on its own, is highly effective and impactful. The ad delivers a strong safety message in an engaging, relevant, and innovative way that connects cognitively and empathetically, making this a strong, successful ad.

Brand:
Infiniti

Title:
"Backup Safety"

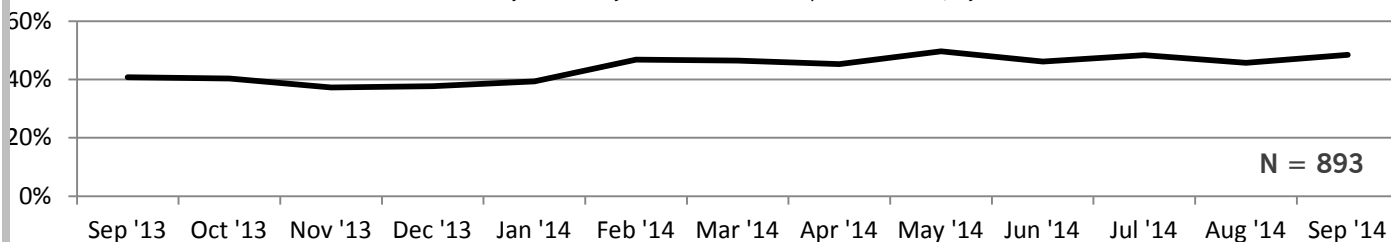
Length:
30 Sec

PERFORMANCE DRIVERS:

Quality, Safety, Engaging, Relevant, Stylish, Cognitive/Empathetic, Spoke Directly To Viewers, Shows A Vehicle Viewers Would Love To Buy

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

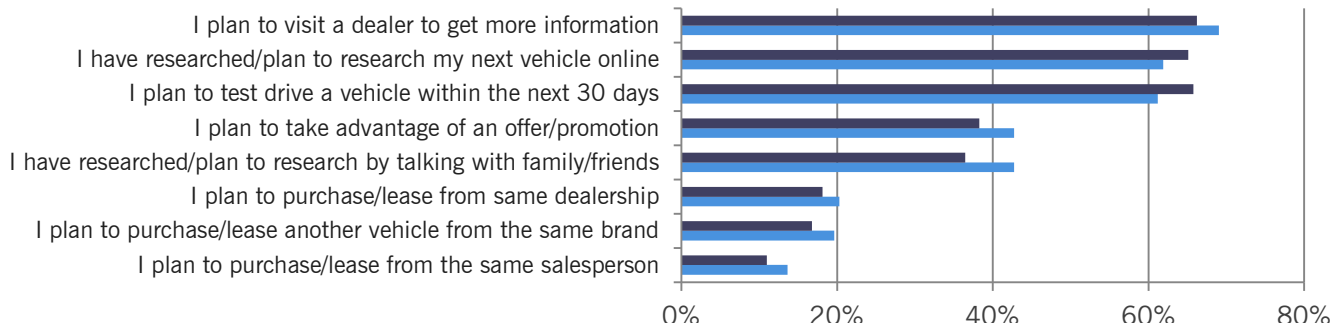
The percentage of September's near-term Intenders who plan to purchase in the next three months improved slightly to 48%, which is also well ahead of the year-over-year results from September 2013, by 7%.



From August to September, most detailed actions/intentions improved. *Take Advantage Of An Offer* and *Research By Talking To Family/Friends* experienced the largest month-over-month increases. *Planning To Visit A Dealer* also improved and continued to be the top overall action/intention. *Researching Online* and *Planning To Test Drive* declined slightly in September. *Loyalty to Brand*, *Dealership*, and *Salesperson* continue to constitute the bottom actions/intentions among 3-month intenders, but all experienced month-over-month gains.

AMONG 3-MONTH INTENDERS...

■ August 2014 ■ September 2014



Source: Phoenix Marketing monthly Automotive Brand and Advertising Audit

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