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## OVERALL LUXURY INDUSTRY INSIGHTS:

Luxury ads with unique/engaging storylines that also incorporate themes known to resonate with luxury consumers (performance, safety, & innovation) performed quite well in January. Both ads appeal to viewers' emotions; Jaguar appeals to adventurous feelings we all have, while Infiniti appeals to the emotions of keeping your family safe. Vehicle demonstrations are used in both cases, which makes both ads relevant and relatable. The innovation theme manifests itself in different ways (Jaguar = Performance, Infiniti = Safety), but is vital to each ad's overall success.



### TOP LUXURY CAR AD:

Jaguar's ad, "Great Power," utilizes a unique, movie-like storyline reminiscent of a James Bond film. The ad speaks of world domination and power and ties that theme in very nicely to the vehicles, while also appealing to the inner child in all of us. The well-liked ad draws on the "villain" theme Jaguar began using in its 2014 Super Bowl ad. The ad succeeds on a number of fronts. The vehicles are prominently featured in the storyline (the stars of the ad). Also, the creative concept and the unique visuals were very engaging because of the cool/innovative feel, and also because the ad conveys a strong performance message. Using themes like performance and innovation, which are known to resonate with luxury consumers, are what make this a top performing ad.

**Brand:**

Jaguar

**Title:**

"Great Power"

**Length:**

30 Sec

**PERFORMANCE DRIVERS:**

Performance, Engaging (Clever, Unique, Attention Grabbing), Inspiring/Moving, and Stylish (Cool, Modern, Innovative)



### TOP LUXURY SUV/CUV AD:

"Back-Up Safety" is a successful ad because it contains a strong safety and innovation theme. It features multiple scenes in which families are backing up in their QX60 and nearly collide with another vehicle. The ad benefits from making a strong emotional impact by showing the relief on parents' faces after potential accidents are averted. By including real-life vehicle demonstrations and showing the QX60 actually stopping itself, the ad was very relevant, relatable, and reassuring to the audience. It clearly shows viewers the true benefits of the safety innovation (back-up collision intervention system). Prior Phoenix research has shown that safety themed ads generally resonate very well with luxury consumers, and this is certainly no exception.

**Brand:**

Infiniti

**Title:**

"Back-Up Safety"

**Length:**

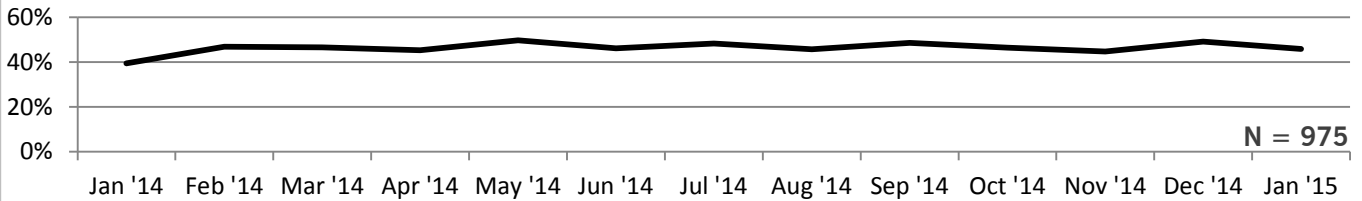
30 Sec

**PERFORMANCE DRIVERS:**

Safety, Quality, Engaging, Relevant, Cognitive/Empathetic, Stylish, Portrays An Innovative Brand, Spoke Directly To Me

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

The percentage of near-term Intenders who plan to purchase in the next three months declined somewhat in January to 46%, but is still well ahead of the year-over-year results from January 2014, by 7%.



In the transition from December to January, some detailed actions/intentions improved, some declined. The top overall actions/intentions (*Planning To Visit A Dealer*, *Research Next Vehicle Online*, and *Test Drive*) improved month-over-month, likely due in part to the holiday sales events. *Take Advantage Of An Offer/Promotion* and *Researching By Talking To Family/Friends* remained consistent. Loyalty to the *Brand* and *Dealership* experienced declines in January. However, loyalty to the *Salesperson* experienced a nice improvement month-over-month, yet is still the lowest among the list.

### AMONG 3-MONTH INTENDERS...

