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OVERALL LUXURY INDUSTRY INSIGHTS:

Mercedes continued its reign as the top luxury car ad producer in April and Lexus earned the top spot in the luxury SUV/CUV category. Both top performers contain themes that resonate well with luxury consumers (performance, fuel efficiency, and innovation). Each ad has a strong, engaging storyline and/or unique visuals that are attention grabbing. Mercedes' Super Bowl ad capitalizes on a fun/playful storyline that highlights a performance theme to introduce the AMG GT supercar. Lexus achieved success by appealing to consumers' emotions and desire to drive an SUV that is unique and stands out relative to others SUVs.

TOP LUXURY CAR AD:



Brand:
Mercedes

Title:
"Fable"

Length:
60 Sec

For the second month in a row, Mercedes' Super Bowl ad, "Fable," was the top performing luxury car ad in Phoenix's study. The ad continues to succeed because it contains a fun, humorous fairytale storyline with cute animated characters. It centers around the tortoise and the hare fable everyone has known since they were a child, but adds a unique twist. Basically, the very slow tortoise out-smarts the hare and uses the Mercedes AMG GT supercar to beat him to the finish line. The performance theme is uniquely interwoven throughout the engaging storyline. The creativity of the ad, the performance visuals of the AMG GT, and the engaging storyline make this a top performing ad for Mercedes again in April.

PERFORMANCE DRIVERS:

Performance, Engaging, Attention Grabbing, Humorous, Cognitive & Empathetic Connection, Stylish, Shows A Vehicle Viewers Would Love To Buy, Portrays A Company Viewers Want To Associate With

TOP LUXURY SUV/CUV AD:



Brand:
Lexus

Title:
"Beyond Utility"

Length:
30 Sec

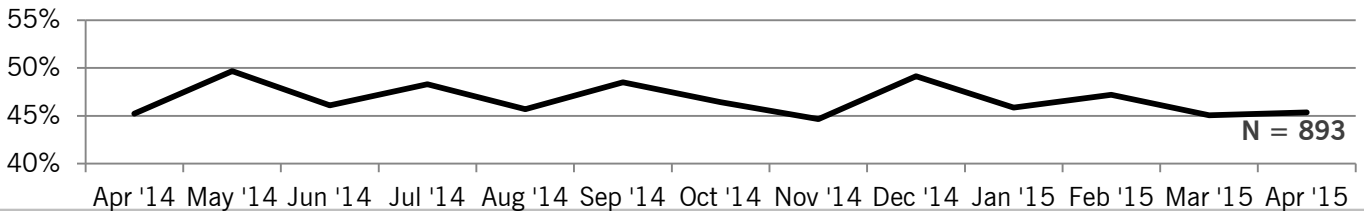
"Beyond Utility," featuring the all new Lexus NX, is the top luxury SUV/CUV ad in April. This ad succeeds by making an emotional impact to communicate that the new NX is more than just a typical SUV, it's a vehicle that makes a statement and stands out from the crowd. The ad's use of unique visuals also help distinguish it. It features a dramatic opening and fast-paced scenes that showcase the performance capabilities of the NX, highlights some technologically advanced infotainment features, and contains a reference to the hybrid version of the NX, which of course implies fuel efficiency. With a strong emotional connection and visuals that contain themes known to resonate with lux consumers (performance, fuel efficiency, & innovation), this ad was a success.

PERFORMANCE DRIVERS:

Fuel Efficiency, Performance, Makes Viewers Want To Take Action, Relevant, Cognitive / Empathetic Connection, Stylish, Quality

% 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 remained consistent in April at 45%. April, 2015 yielded the same percentage of near-term intenders as April, 2014.



Between March and April, most detailed actions/intentions declined or remained the same (exceptions Loyalty To Salesperson and Research Online). The activities with the greatest decline since March include Take Advantage of an Offer and Visiting A Dealer For More Info. Actions/Intentions to Researching Online saw the largest increase, propelling it to the top spot. Loyalty to Dealership, Brand, and Salesperson continue to generate the fewest actions/intentions among 3-month intenders.

AMONG 3-MONTH INTENDERS...

