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OVERALL LUXURY INDUSTRY INSIGHTS:

Mercedes again tops the Luxury Car category, while Volvo takes the top spot in the Luxury SUV/CUV category. Each ad achieves success by highlighting different themes. Not too surprising given the subject of Mercedes' ad "Pure Poetry" (AMG GT super car), the strong performance theme and visuals resonated well with luxury car consumers. Although a different ad, this is the third month in a row that a Mercedes AMG GT ad has captured the top spot. Volvo chose to focus on other themes, which are also known to resonate well with luxury consumers – safety, fuel efficiency, and innovation.

TOP LUXURY CAR AD:

For the third month in a row a Mercedes AMG GT ad was the top performing luxury car ad in Phoenix's study. The ad uses very dramatic music and cinematography to introduce and showcase the new AMG GT supercar. With various clips of race tracks, tire smoke, and aggressive driving maneuvers, the ad clearly conveys a strong performance theme. The ad also aims to strike an emotional cord with viewers with passionate statements like "the records it will destroy," "the fame it will enjoy" and "the egos it will deflate." The primary objective of the ad is to show how the AMG GT is the pinnacle of performance, further supporting their "The Best Or Nothing" brand tagline. The performance theme and the unique vehicle shots combined make this the a top performing ad for Mercedes again in May.

PERFORMANCE DRIVERS:

Performance, Quality, Attention Grabbing, Clever, Unique, Entertaining, Cognitive Connection, Stylish



Brand:
Mercedes

Title:
"Pure Poetry"

Length:
60 Sec

TOP LUXURY SUV/CUV AD:

"Performance and Efficiency," featuring the XC60 crossover, is the top luxury SUV/CUV ad in May. This ad succeeds by focusing on appealing to viewers emotions and showing that the Volvo brand is committed to its customers. The entire ad shows how Volvo's commitment is manifested in the unique technologies and features it has incorporated into the XC60. Examples include standard WiFi connection, 'best-in-class fuel economy,' and standard automatic braking. These technologies are evidence that Volvo listens to the consumers' wants and needs, and develops technologies that address the things that matter the most. The technology, safety, and fuel economy themes propel this ad to the top in May.

PERFORMANCE DRIVERS:

Fuel Efficiency, Safety, Quality, Innovation, Speaks Directly To Consumers, Shows A Vehicle Viewers Would Love To Buy, Relevant, Informative



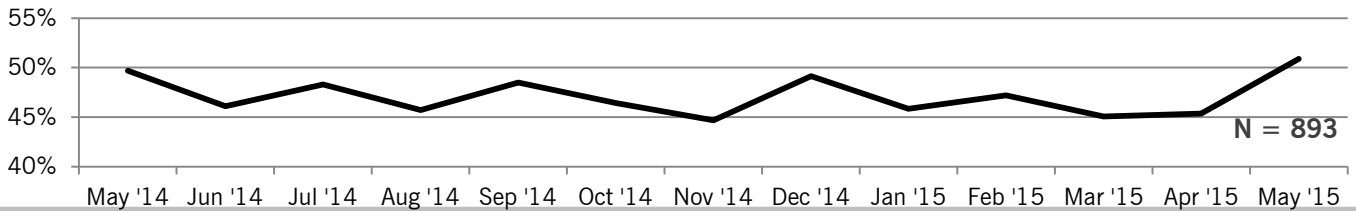
Brand:
Volvo

Title:
"Performance and Efficiency"

Length:
30 Sec

% 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 experienced a large increase in May to 51%, corresponding with the strong sales figures reported by the automotive manufacturers.



Coinciding with strong automotive sales figures in May, actions/intentions to Go To Dealer For More Info and Salesperson Loyalty saw large increases month-over-month. Additionally, Plans To Test Drive and Take Advantage Of An Offer/Promotion saw modest increases. Researching The Next Vehicle Online and Talking To Family/Friends were the activities with the greatest declines. Although Loyalty To The Brand declined, Loyalty To The Sales Person and The Dealership experienced increases in May, but all three still generate the fewest actions/intentions among 3-month intenders.

AMONG 3-MONTH INTENDERS...

