

AUTOMOTIVE  
TV  
ADVERTISING



## THE FAST LANE TO ATTRACTING LIKELY BUYERS



# Automotive Buyers Purchase Process & Beyond



## INTENT

“ I want/  
need a vehicle”



## DISCOVERY

“ what brands  
should I  
consider?”



## CONSIDERATION

“ What are the  
specific attributes  
of each brand?”



## PURCHASE

“ I am buying this  
automobile”



## POST-EVALUATION

“ Am I happy with  
my purchase?



## ADVOCACY

“ Would I  
recommend  
to others?”

What influence does media have?

# Automotive Buyers Purchase Process & Beyond

Television is the Media with the Greatest Influence Across the Likely Buyer's Path from Discovery to Advocacy



## INTENT

Start your engines: Media's influence begins in the next phase



## DISCOVERY

Television is relied on most to **'first learn'** about auto brands



## CONSIDERATION

Television is the **strongest media influence** on which auto brands are included on a buyers consideration list

TV ads **lead consumers to auto websites** better than any other medium



## PURCHASE

Television is the **strongest media influence** on the purchase decision



## POST-EVALUATION

Television ads help **reinforce the purchase** decision of a vehicle



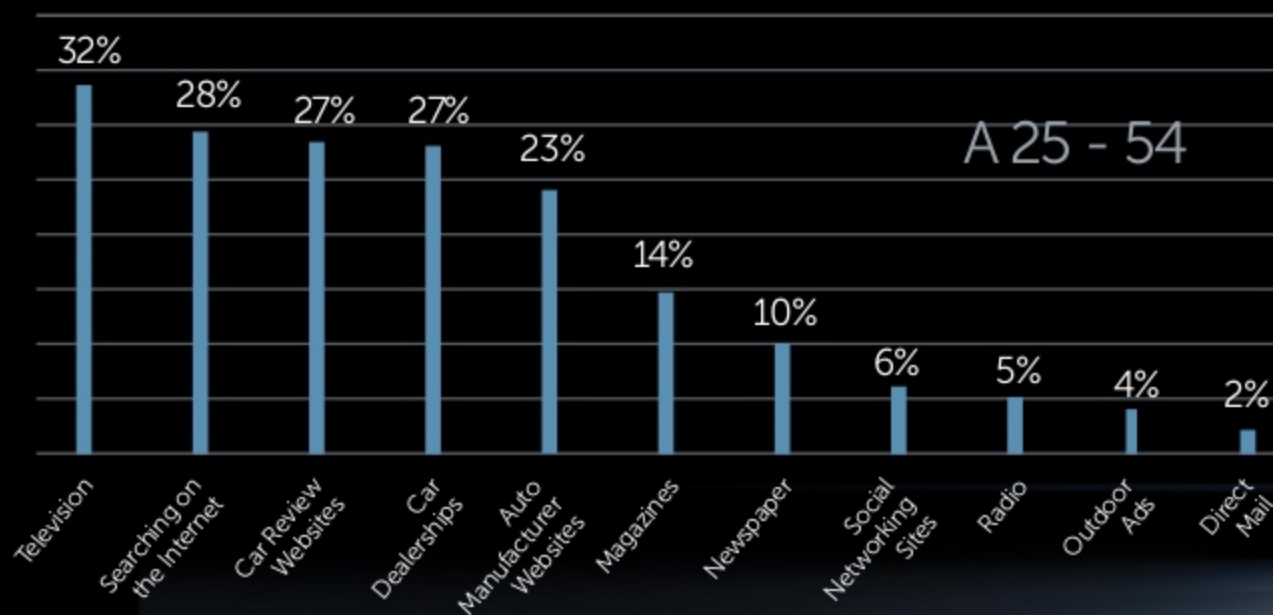
## ADVOCACY

Seeing a TV ad makes an owner proud

GENERATING INITIAL BRAND INTEREST:

## Likely Buyers Rely on TV Most to Discover Different Automotive Brands

When You Are Starting To Think About Buying a Vehicle, Where Are You Most Likely to First Learn About Different Automotive Brands?



Source: CAB Automotive Buyers Study, Dec. 2013; Q. When you are starting to think about buying a vehicle, where are you most likely to first learn about different automotive brands? (by brands we mean Ford, Honda, Mercedes, etc) Select any or all that apply



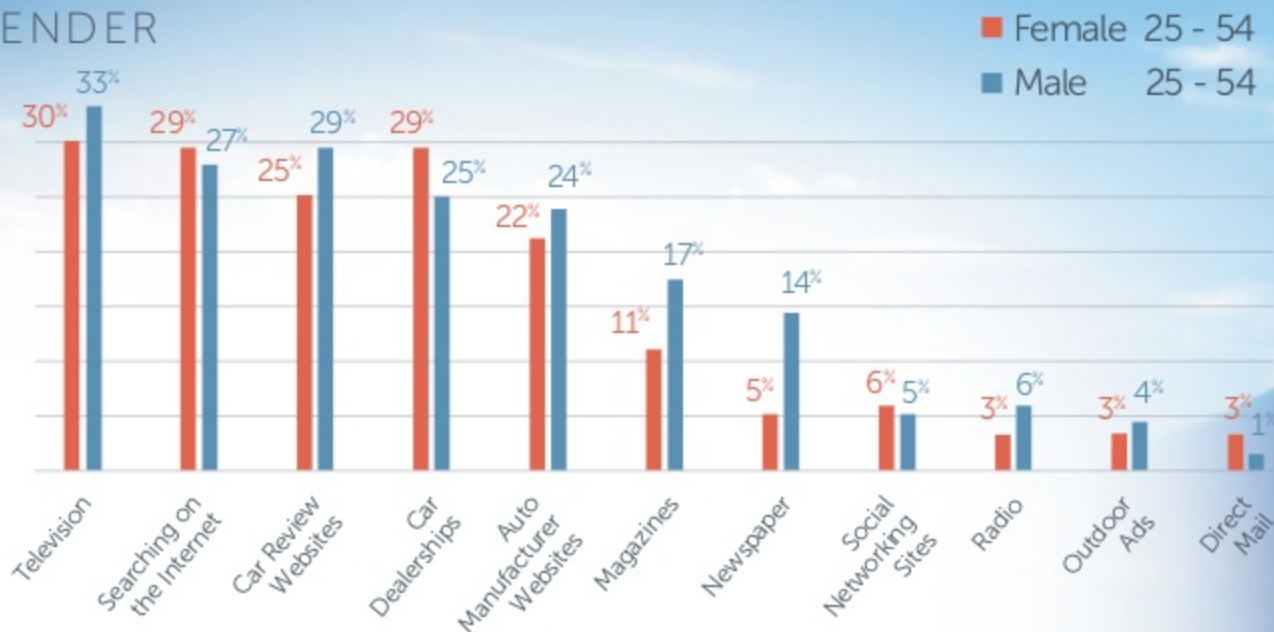


## GENERATING INITIAL BRAND INTEREST:

# For Both Men & Women, TV is the #1 Medium to Learn About Auto Brands

### When You Are Starting To Think About Buying a Vehicle, Where Are You Most Likely to First Learn About Different Automotive Brands?

#### GENDER



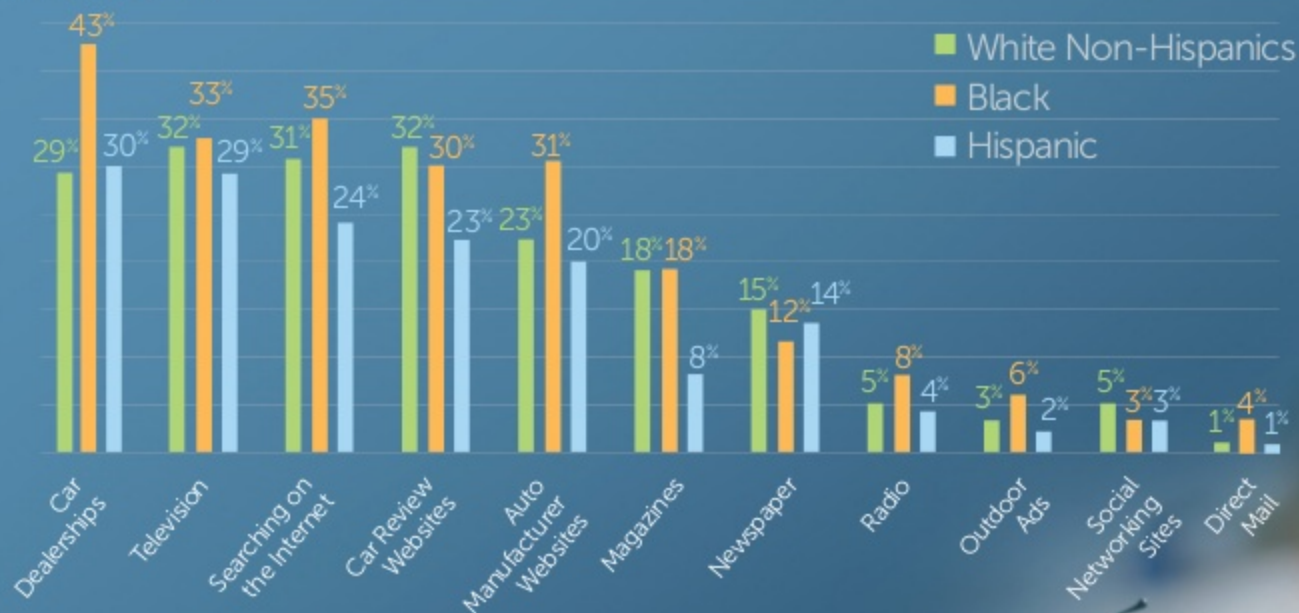
Source: CAB Automotive Buyers Study, Dec. 2013; Q. When you are starting to think about buying a vehicle, where are you most likely to first learn about different automotive brands? (by brands we mean Ford, Honda, Mercedes, etc) Select any or all that apply

## GENERATING INITIAL BRAND INTEREST:

# Television is an Important Medium to First Learn About Different Auto Brands Among Blacks and Hispanics.

When You Are Starting To Think About Buying a Vehicle, Where Are You Most Likely to First Learn About Different Automotive Brands?

## ETHNICITY



Source: CAB Automotive Buyers Study, Dec. 2013; Q. When you are starting to think about buying a vehicle, where are you most likely to first learn about different automotive brands? (by brands we mean Ford, Honda, Mercedes, etc) Select any or all that apply



GENERATING INITIAL BRAND INTEREST:

## Luxury and Price Sensitive Buyers Rely on TV Most to Discover Different Automotive Brands

When You Are Starting To Think About Buying a Vehicle, Where Are You Most Likely to First Learn About Different Automotive Brands?

### PRICE SPECTRUM



Source: CAB Automotive Buyers Study, Dec. 2013; Q. When you are starting to think about buying a vehicle, where are you most likely to first learn about different automotive brands? (by brands we mean Ford, Honda, Mercedes, etc) Select any or all that apply

## GETTING ON THE SHORT LIST:

# A Buyer's Vehicle Consideration List Forms Early and is Short

How far in advance do you make your consideration list?  
(A25-54)

6 months or more	29%
3-5 months	11%
2-3 months	21%
1 month	17%
A few weeks or less	22%

61%

61% of buyers start forming their consideration set over 2 months before purchase

When you narrow down your search, how many auto brands do you believe will be in your consideration list? (A25-54)

2 or less	39%
3 or less	43%
4 or less	12%
more than 5	6%

82%

82% of buyers include 3 or less brands in their consideration list

**"68%** of likely buyers agree TV ads inform me about vehicles I might not have already considered"

Source: CAB Automotive Buyers Study; Dec. 2013 Q. How far in advance do you plan to make your consideration list? (Select one);

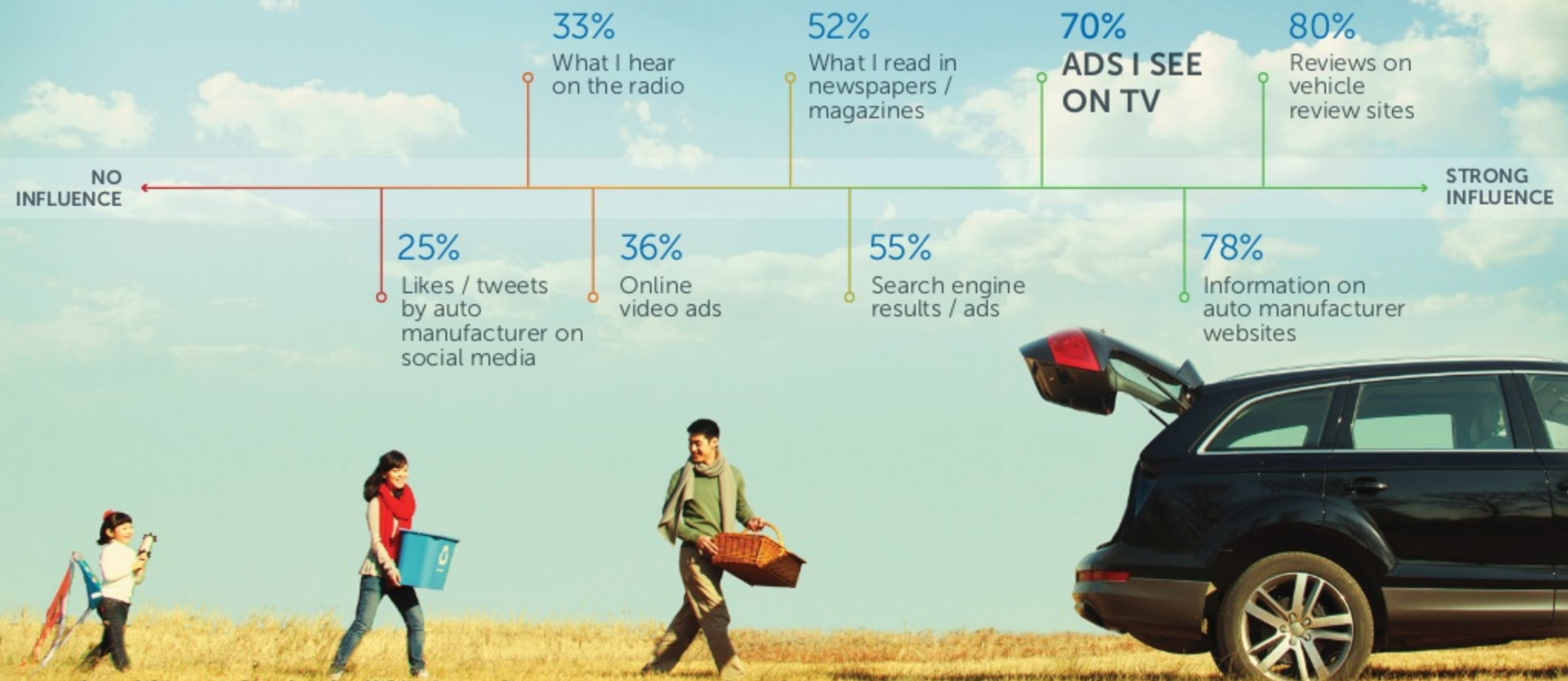
Q. When you first narrow down your search, how many automotive brands do you believe will be in your consideration list? (Select one)



## KEY INFLUENCERS ON THE SHORT LIST:

# TV is the Media with the Most Sway on a Buyer's Consideration List

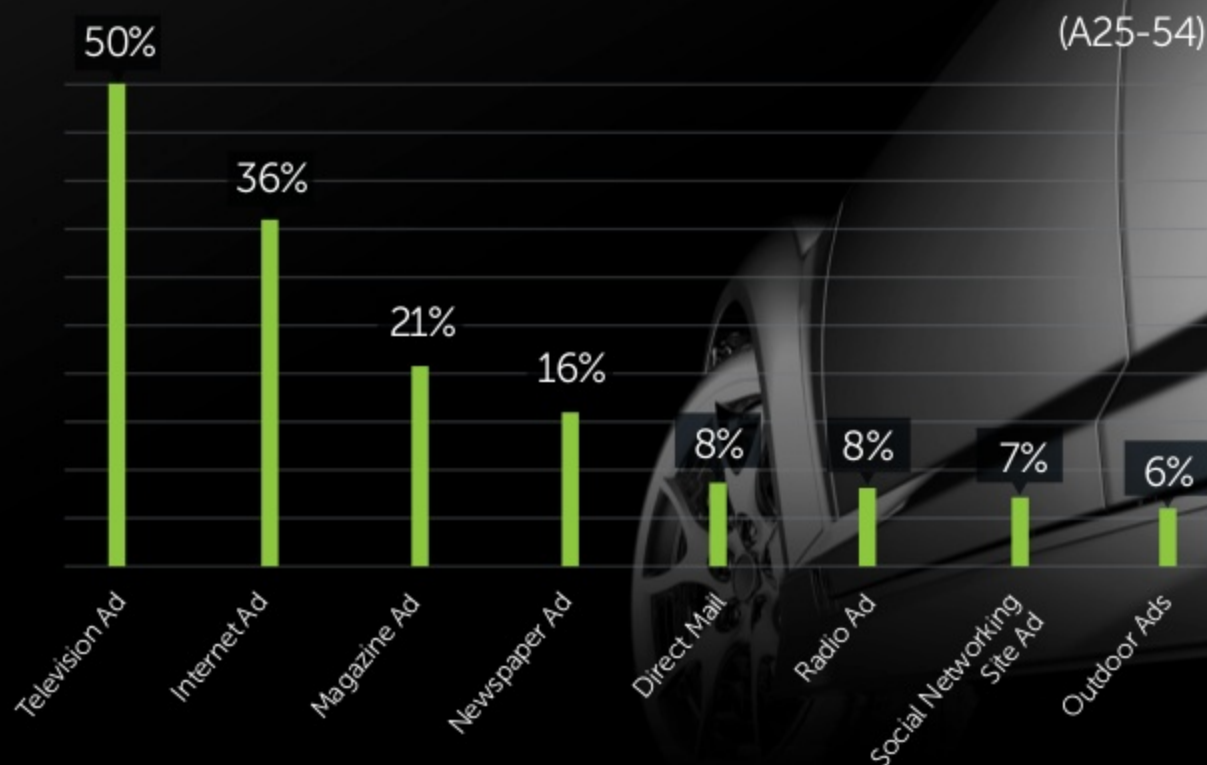
What has the strongest influence on your decision to add a vehicle to your consideration list? (A25-54) (Top 3 box agree)



Source: CAB Automotive Buyers Study, Dec. 2013. % indicates top 3 box strong – somewhat strong influence; Q. How much influence do you believe each of the following will have on your decision to include a vehicle on your consideration list? 1= No influence - 5 = Strong influence

## PUSHING BUYERS TO THE ONLINE SHOWROOM: TV Ads Lead Consumers to Auto Websites Better Than Any Other Medium

Which of The Following Types Of Automobile Advertising Has Prompted You To Look For More Information On An Automotive Manufacturer Website?



Source: CAB Automotive Buyers Study; Dec. 2013, Q. Which of the following types of automobile advertising has prompted you to look for more information on an automotive manufacturer website? (Select any or all that apply)



PUSHING BUYERS TO THE ONLINE SHOWROOM:

# TV Ads Drive Buyers of Diverse Age, Race and Income to Auto Websites

Which of The Following Types Of Automobile Advertising Has Prompted You To Look For More Information On An Automotive Manufacturer Website?



Source: CAB Automotive Buyers Study; Dec. 2013, Q. Which of the following types of automobile advertising has prompted you to look for more information on an automotive manufacturer website? (Select any or all that apply)

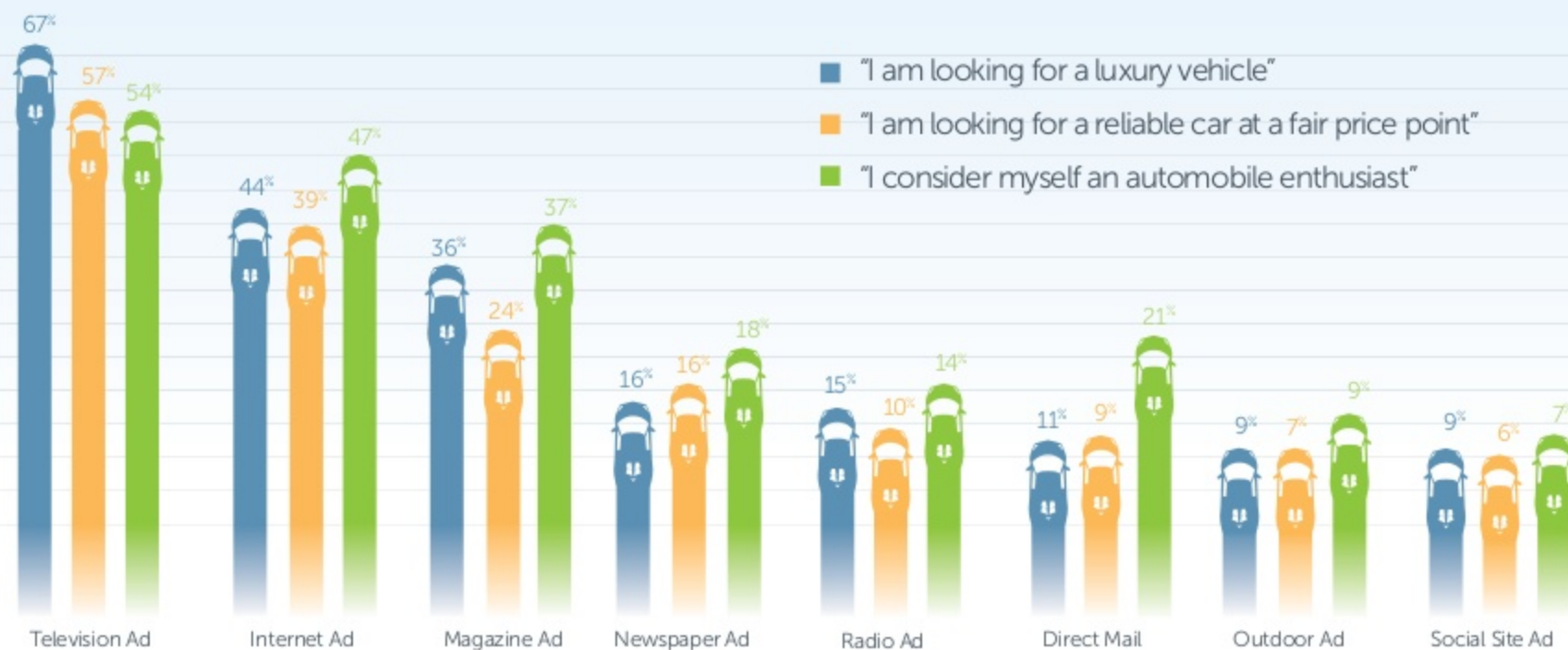


PUSHING BUYERS TO THE ONLINE SHOWROOM:

## TV Ads Drive Buyers of all Price Points to Auto Websites

Which of The Following Types Of Automobile Advertising Has Prompted You To Look For More Information On An Automotive Manufacturer Website?

VEHICLE PREFERENCES (A25-54)



Source: CAB Automotive Buyers Study; Dec. 2013, Q. Which of the following types of automobile advertising has prompted you to look for more information on an automotive manufacturer website? (Select any or all that apply)



PUSHING BUYERS TO THE ONLINE SHOWROOM:

## Only 4 out of 10 Likely Buyers Searched Online to Obtain the URL address of the Auto Manufacturer Website They Visited

How did you first learn the URL address of the auto manufacturer website?



42%

Searched on  
the Internet



58%

Other

Majority  
Recalled the  
Website  
Address From  
a Previous  
Encounter  
With the Brand

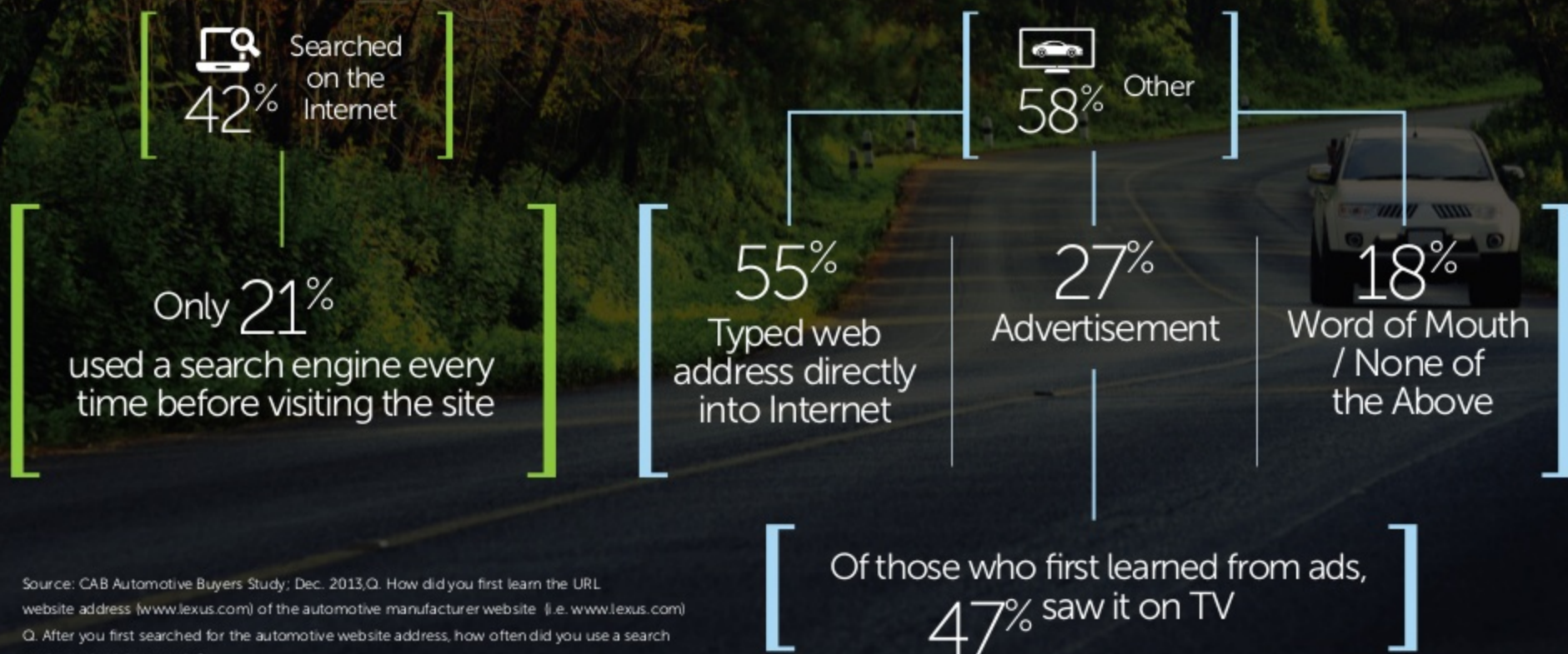
Source: CAB Automotive Buyers Study; Dec. 2013, Q. How did you first learn the URL website address (www.lexus.com) of the automotive manufacturer website (i.e. www.lexus.com) Q. After you first searched for the automotive website address, how often did you use a search engine to look it up again?



PUSHING BUYERS TO THE ONLINE SHOWROOM:

## Most Type URL address Directly Into Internet; Few Use Search Engine Every Visit

How did you first learn the URL address  
of the auto manufacturer website?

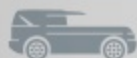




LIKELY BUYERS RESPOND TO TV AUTO ADS:

## TV Ads Prompt Auto Buyers to Take Action

A25-54 who agreed...



43%

A deal I saw on TV about a vehicle prompted me to look up more information online  
(vs. 34% for a search ad)



43%

I have looked up information about a vehicle while watching TV



41%

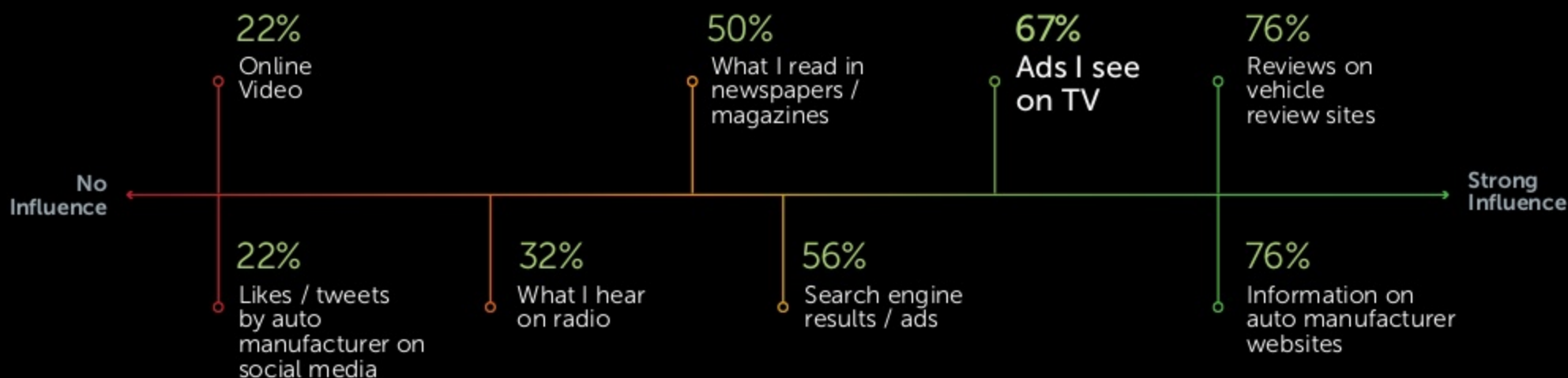
I have used video on demand to find out more about an automobile

Source: CAB Automotive Buyers Study, Dec. 2013; Which of the following statements do you believe are true for you? (Select any or all that apply)

DECISION TIME:

## TV is the Media with the Strongest Influence on Purchase

How much of an influence do you believe  
each of the following will have on your  
decision to purchase a vehicle? (A25-54) (Top 3 box agree)



Source: CAB Automotive Buyers Study; Dec. 2013. % indicate top 3 box strong – somewhat strong influence;

Q. How much influence do you believe each of the following will on your decision to purchase a vehicle? 1= No influence – 5 = Strong influence)

CONTINUING THE DIALOGUE POST PURCHASE:

# TV Auto Ads Reinforce the Purchase Decision and Help Maintain Loyalty

A25-54 who agreed...



37%

TV ads help reinforce the purchase decision of my vehicle



43%

TV ads reinforce the quality and prestige of a vehicle



50%

Seeing an ad for my vehicle makes me proud to be an owner

Source: CAB Automotive Buyers Study, Dec. 2013. Which of the following statements do you believe are true for you? (Select any or all that apply)



# Social Media's Lack of Influence on the Auto Buying Process

## Do you agree or disagree with the following statements? (A25-54)

	A25-34	A25-54
Likes/tweets by auto manufacturers on social media websites have little to no influence on what vehicles I purchase	74%	78%
Social media influences my opinion on an auto brand	30%	24%
I follow / like auto brands on Facebook or Twitter	16%	14%
A Social networking ad has prompted me to look for more information on an automotive website	8%	7%

Source: CAB Automotive Buyers Study; Dec. 2013; Which of the following statements do you believe are true for you? (Select any or all that apply); How much influence do you believe (likes / tweets on social media websites by auto manufacturers) have on what vehicle you purchase? (bottom 2 boxes)

## CAB AUTOMOTIVE BUYERS STUDY OVERVIEW

# CAB commissioned Research Now to conduct our Automotive Buyers Study







# CableNation

CABLETELEVISION ADVERTISING BUREAU

If you would like additional video advertising information, insights or analysis  
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