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Premiere Edition • October 2017

J.D. POWER

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Welcome to the J.D. Power AMR

Welcome to J.D. Power's inaugural **emPower Collection**, the first-ever Automotive Marketing Roundtable magazine. The emPower Collection is designed to become an annual source of information and knowledge about the automotive community, showcasing the latest study results, research findings, white papers, and industry breakthroughs. We are excited to share the first issue with you.

For nearly 12 years, J.D. Power has brought together industry leaders in a conference developed to inspire the most creative and strategic thinking in the automotive marketplace. This year, the AMR will include speakers from both inside and outside the automotive industry to discuss how brand power, customer experience, and loyalty and advocacy can help you survive in a flat market. Amazon, Walt Disney, Ford Motor Company, the NFL, Microsoft, Mercedes-Benz, Ritz-Carlton, Twentieth Television, and American Honda Motor Company will be taking the main stage to share their stories and ideas about how you can differentiate experiences for your customers to not only build your brand image, but also create loyalty and advocacy amongst your customers.

Please reach out to Ashley.Hession@jdpa.com to learn more about **emPower Collection** and how you can be featured in the next issue.

Agenda

TUESDAY, OCTOBER 24TH

8:00 a.m. POWERburn Workout

8:30 a.m. Registration Opens

9:15 a.m. OEM Targeted Meetings

10:30 a.m.
General Session: BRAND POWER



Seth Dallaire
Vice President, Global Advertising Sales & Marketing
Amazon Media Group



Andre Fonseca
Vice President of Digital Marketing
Walt Disney Studios



Mark LaNeve
Vice President, U.S. Marketing, Sales and Services
Ford

12:30 p.m. Lunch *sponsored by* **AccuWeather**

1:50 p.m. Breakouts

2:35 p.m. Break

3:30 p.m. Breakouts

5:00 p.m. AMR Bash *sponsored by*



For full detailed agenda, please visit automotivemarketingroundtable.com

WEDNESDAY, OCTOBER 25TH

8:30 a.m. Breakfast

9:55 a.m.
General Session: CUSTOMER EXPERIENCE



Jaime Weston
Senior Vice President, Marketing, Creative and Branding
NFL



Grad Conn
General Manager & CMO
Microsoft USA



Harry Hynekamp
GM, Customer Experience
Mercedes-Benz USA

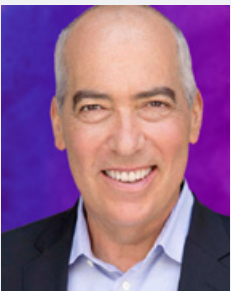
11:00 a.m.
General Session: LOYALTY AND ADVOCACY



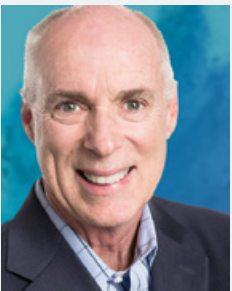
Janet Souter
Vice President of Quality
The Ritz-Carlton Hotel Company



Michael Teicher
Executive Vice President, Media Sales
Twentieth Television



Gary Newman
Co-chairman and CEO
Fox Television Group



Tom Peyton
AVP, Marketing Operations
American Honda Motor Co., Inc.

12:15 p.m. AMR Grill *sponsored by* **ADTHEORENT[®]**

1:30 p.m. Breakouts

3:15 p.m. Break *sponsored by* **yext**

3:50 p.m. Breakouts

4:35 p.m. Happy Hour

10:30 p.m. A Night at Surrender

2017
J.D. POWER
AMR

don't miss...

a night at Surrender

Wednesday, October 25, 2017 • 10:30 p.m.–4 a.m.

TICKETS AVAILABLE AT THE DOOR: \$149

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J.D. POWER



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"In today's world, marketers just can't survive not knowing which 50% of their marketing strategy is working..."

—Brain Pozesk, Chief Product Officer, Eyeview

Read O2O Case Study →

Case Study: J.D. Power O2O



Situation:

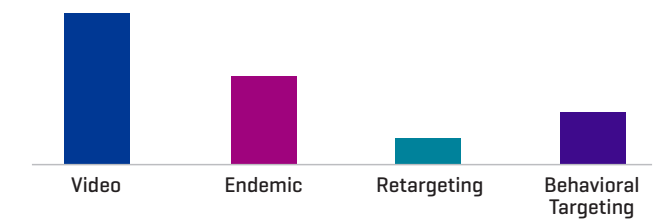
A large vehicle import brand was looking to move beyond the typical KPI measurement and align their marketing activities with actual vehicle sales, in order to improve overall marketing efficiency and effectiveness.

They turned to the J.D. Power O2O Team to help them evaluate all of their “in-market” media partners based on their ability to drive vehicle sales for the brand.

Approach:

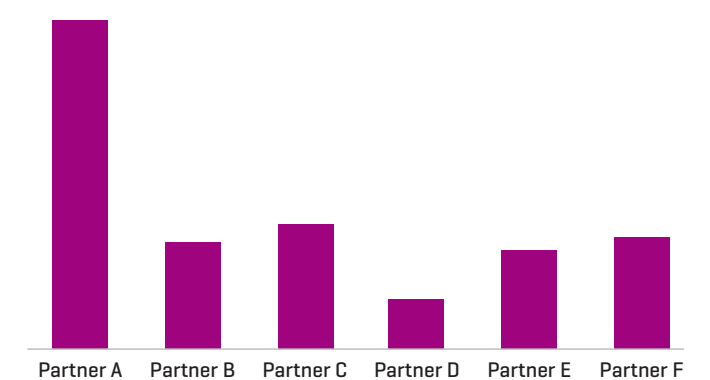
J.D. Power O2O analyzed the cost per vehicle sold for each tactic (Figure 1):

FIGURE 1: COST/VEHICLE SOLD BY TACTIC



The results revealed that their Endemic partners warranted further review. J.D. Power dove deeper to evaluate each of the key endemic partners head-to-head. As a result, one specific partner stood out—**with nearly three times the cost per vehicles sold compared to the other partners** (see Figure 2).

FIGURE 2: COST/VEHICLE SOLD BY PARTNER



Results:

The client was able to discuss the data with this outlying partner, and as a result:

- They received a “make good” on past investments and were able to secure improved tactics and placements to improve their marketing efficiency and effectiveness going forward.
- J.D. Power estimates this one insight and follow-up action by the client has the potential to drive over \$1MM to the bottom line. ■

Contact us to see what we can do to help drive your bottom-line:

BottomLine@jdpa.com

J.D. POWER **O2O**

Broadcast TV Drives Auto



Television is the **#1** most influential medium to auto consumers.
(GfK TVB Purchase Funnel 2017)

92% share of video viewing across all platforms is on traditional TV.
(Nielsen Total Audience Report Q4 2016)

62% of auto consumers say a TV ad motivated them to go online to learn more.
(GfK TVB Mentor Survey Winter 2016)

96 of top 100 shows are on broadcast TV.
(Nielsen 9/19/16-5/24/17 Ranked by A25-54 L+SD US AA %)

86% of tier 1 auto media \$ spent on TV.
(Kantar full year 2016)



www.tvb.org

TVB is the marketing association for local broadcast television



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THE YEAR OF THE CONQUEST

Industry leaders reveal strategies and trends that conquer the competition



MINDY HOWE, VP OF STRATEGIC ACCOUNTS
AUTOWEB, INC.

High quality leads and advertising services company for OEMs and dealers.



PATRICK BENNETT
CO-FOUNDER / CPO
SHOWROOM LOGIC

Award-winning digital marketing
agency for the auto industry.



STEVE GIBSON
VP / GROUP DIRECTOR SEARCH
CANVAS WORLDWIDE

Independent media agency network and joint
venture between Horizon Media and
INNOCEAN Worldwide.



KATHRYN LEMOINE
VP DIGITAL
THE MORAN GROUP

Full service agency representing
automotive clients in 100 U.S. cities.

Conquesting has never been more important for driving incremental sales, especially considering that roughly 48% of consumers do not purchase the vehicle they originally intended.¹ In today's volatile and competitive marketplace, staying on top of proven conquest strategies is critical to success.

Recently, we sat down with three industry leaders to gain insight into the trends that are shaping digital marketing and the proven tactics they're using to help their clients conquer the competition.

For starters, can you tell us about your agency's philosophy?

KATHRYN LEMOINE: As a full-service agency, we look at the complete picture to achieve success. While we offer innovative and proprietary digital solutions, our flexibility to use the tools in a non-biased way allows us to do what is best for our clients: deliver an integrated marketing plan designed for the current environment.

PATRICK BENNETT: Showroom Logic's solutions are driven by our proprietary, award-winning technology platforms purpose-built for the auto industry. ZipDriven synthesizes market and dealer data into actionable reports that can be used to create a highly targeted digital advertising strategy. AdLogic dynamically and expertly optimizes campaigns more efficiently and cost-effectively than traditional marketing agencies.

STEVE GIBSON: It is not our solutions that differentiate us. It's the way we use them. Everything we do is structured around performance and that performance is measured to the lowest purchase level we can track. This requires strong attribution tools across search, video, display, native, etc., that show us the value of each of these tactics.

With new car retail sales volume flattening out, are you finding clients being more aggressive in conquering their competition?

KL: Absolutely. To increase market share, we must retain current customers but also capture first-time buyers – especially competitive shoppers – through targeted digital efforts. Conquesting in 2017 is different than that of 5 years ago. With smarter technology, dealers are able to more effectively target that conquest shopper.

PB: As dealer sales decrease, they're more open to other solutions. Conquest can be expensive and doing it effectively requires data and strategy. Our unique relationship with AutoWeb gives us the ability to target more precisely – allowing us to offer dealers a digital conquest solution that's more cost-effective than conquest advertising on other networks.

SG: Clients are much more aggressive in times like this. They know non-brand tactics like category and conquest are great for growth. Increasing investment in Google/Bing can capture more volume but the CPC can rise as well. A good solution to maintain cost and volume is to diversify non-brand investment on other platforms like Autoweb, for example.

AutoWeb Traffic delivers consumers who have declared a make, model, and zip. The technology engages your competitors' consumers and drives them directly to you.

autoweb

You pay when they click your ad and are delivered to your site. AutoWeb Traffic can show you the makes and models your competitors' consumers are interested in, and the geographic areas they're living in. Make AutoWeb Traffic an integral part of your conquering strategy.

THE YEAR OF THE CONQUEST *[Continued]*

Consumers continue to cross-shop multiple brands before purchase. What digital tactics are you using to influence the consumer’s decision making process?

KL: When we know that shopper’s intent – if they are researching and viewing competitor models – we are able to influence them at the micro-moment they are actively moving down the path to purchase. AutoWeb allows us to influence the customer during those moments, leading to higher conversions and engagement at a lower cost per action.

PB: We employ a variety of advertising tactics to cover the customer journey as effectively as possible. Paid search and [VIN-specific] retargeting are typically used to capture low-funnel shoppers, while display targets mid funnel and video advertising reaches high-funnel. The most effective digital programs include a good balance of tactics and networks for optimal reach.

With most clients sights set on increasing market share, you can’t solely target brand shoppers only. How much of your media buys are conquest focused?

PB: Growing market share requires multiple marketing tactics and networks, each of which has its own purpose. For networks we determine are effective for conquest, such as AutoWeb, we’ll run up to 50% of a dealer’s budget on conquest-focused campaigns. We leverage data to determine the right conquest strategy for a dealer’s core vehicles.

The path to purchase is no longer linear as today’s consumers add and delete vehicles from their consideration set, oftentimes up to the point of purchase. As such, conquering has never been more important. Even with the best conquest strategies, however, it’s important to remember the fundamentals, such as keyword targeting best practices; competitive analysis including historical activities and emerging changes in competitive SEO and paid search terms; and the development of compelling ad and landing page copy. ■

By Mindy Howe, Vice President of Strategic Accounts, Autoweb, Inc.

1. Google/Millward Brown Automotive Path To Purchase



87%

87% of shoppers consider multiple brands¹ during the shopping process

48%

48% of consumers did not purchase the vehicle they originally had in mind²

AutoWeb Traffic Performance Highlights:

24% lower CPC³

205% [or 3x higher] CTR³

7MM+ shoppers to the AutoWeb Network

2x higher conversion compared to second highest performing source⁴

20% more page views than average with longer on-site times⁴

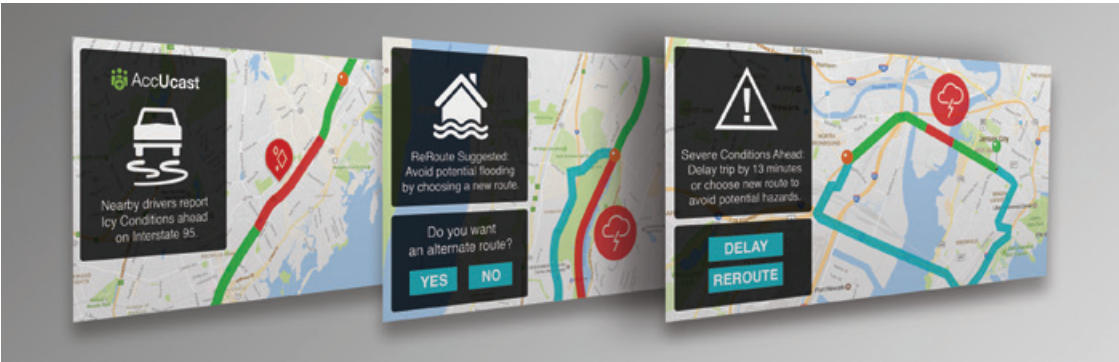
2x higher lead rate⁵

Approximately 80% cheaper cost-per-lead compared to other endemic channels⁵

- 1. Think with Google
- 2. Google/Millward Brown Automotive Path To Purchase
- 3. Showroom Logic’s ZipDriven Conquest on AutoWeb Network
- 4. AutoWeb Traffic for The Moran Group’s 21 Automotive Accounts
- 5. AutoWeb Traffic for Real World Marketing’s Honda Dealer Clients

AccuWeather Upgrades Mean Safer, Better Driving Experience

AccuWeather, the global leader in weather forecasts and warnings with Superior Accuracy, has made significant upgrades to its hyper-local, minute-by-minute precipitation forecast for the Connected Car.



Now with 1 kilometer special resolution, and 1-minute temporal resolution, forecasting for exact locations is available along auto routes, ensuring a new level of auto travel safety.

AccuWeather embraces a future where automobiles are much safer, so travelers may enjoy a more efficient ride, guided by proprietary, patented weather technology implemented conveniently into dashboards. AccuWeather’s very detailed, highly localized forecasts and warnings, as well as access to data sharing between vehicles, will mean better routing so drivers may be assured of the safest, shortest, and most pleasant path to where they are going. This technology is intended to improve the transportation experience as it shifts from automobiles piloted by drivers toward a future with autonomous vehicles.

The product provides weather information for car passengers and drivers, keeping them safe and informed. Here’s how it works: AccuWeather technology with real-time

navigation services and data bases is integrated into a driver’s customized route, and is available in Connected Car services with the leading automotive manufacturers worldwide.

AccuWeather is forecasting mile-by-mile weather predictions, and eventually forecasts in 10-foot intervals along all highways in the world, so drivers will be alerted to dangerous weather. The intention is for drivers to never again have their driver experience or safety hampered by a rain deluge, glaring sun, black ice or hail. AccuWeather’s Connected Car technology is on the cutting-edge of weather-based situational awareness.

In working with the world’s most innovative auto companies, AccuWeather continues to develop and implement this Connected Car enhancement. OEM and navigation partnerships continue to improve AccuWeather Connected Car capabilities and ensure that auto marketers are able to get in on the action and become part of a larger brand story and their organizational vision. ■

The Best Way to Reach Auto Consumers: 2017 Purchase Funnel Study



With the abundance of media platforms to choose from, it is more important than ever to understand how each of them influences consumers. This is why GfK, a trusted leader in market research, in collaboration with TVB, conducted the *2017 Purchase Funnel Study*—to identify the importance of media platforms in influencing consumers during their purchase decision process.

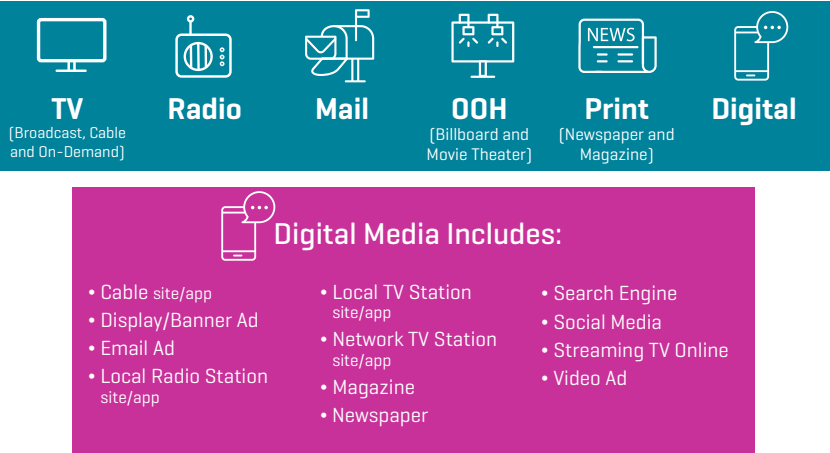
The study looked at consumers exposed to advertising in six categories, including the automotive category, through ANY of 20+ media platforms. Respondents identified the media that most affected them through the five stages of making a purchase decision: awareness, interest, visit store/website for info, consider purchasing and making the purchase.

While the study examines the role of all media, one key finding was that television remains the most influential medium through all stages of the Purchase Funnel. The study also revealed that auto consumers overwhelmingly trust local broadcast TV news over any other source.

Methodology

Nearly 1,000 automotive interviews were collected via opt-in sample. To qualify, respondents needed to be 18 or older, in the market for an automobile, and have seen, heard and/or read an ad for the auto category in ANY of 20+ media platforms, both traditional and digital, in the past two months. Interviews took place February 6-20, 2017.

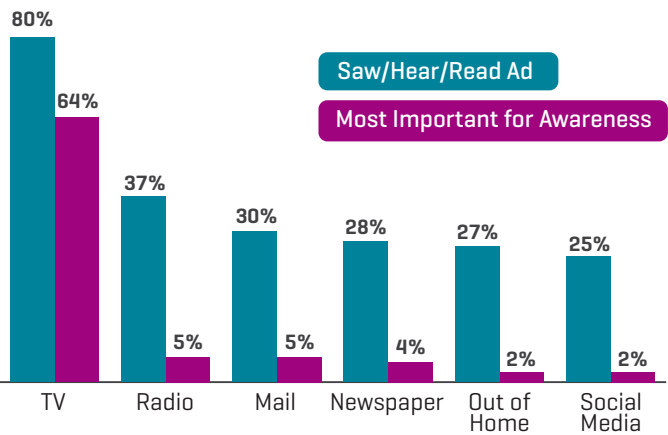
Media Platforms Analyzed



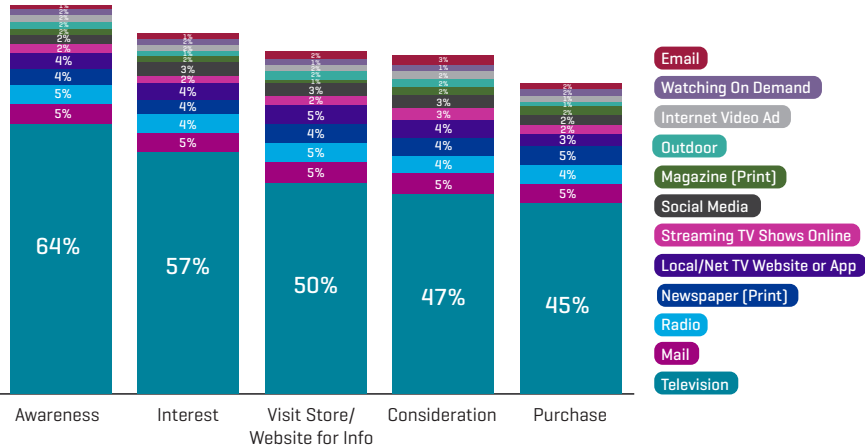
Automotive Key Findings

80% of respondents recalled an auto ad on television. Recall to other media included radio [37%], mail [30%] and newspaper [28%], to name a few. Respondents were also asked to rate which medium was the “most important” in each stage of the Purchase Funnel. Interestingly, it was learned that ad exposure does not guarantee importance, except for TV. For example, while 37% heard a radio ad, only 5% rated it as “most important” in the awareness stage. The same holds true with social media, where 25% said they did see/hear/read an ad on social media, only 2% rated it as “most important.”

Ad Exposure Does Not Guarantee Importance, Except for TV



What Influenced Automotive Consumers Most?



What Influenced Consumers Most?

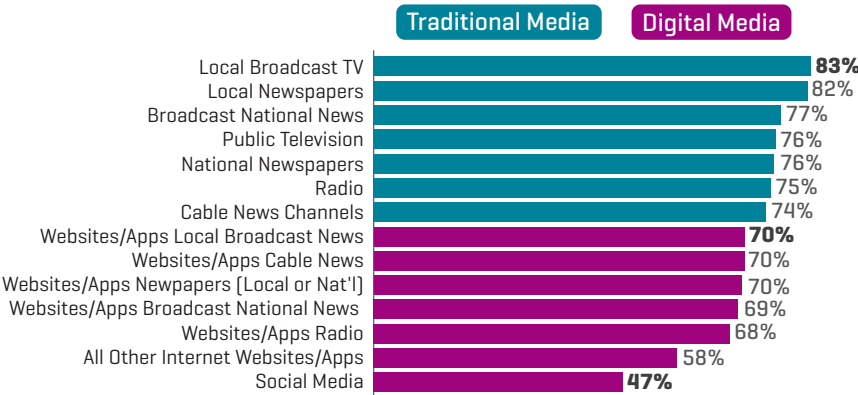
TV drives consumer awareness, as 80% of automotive respondents saw a TV ad, and 64% of them listed TV as the most important influencer in the awareness stage of the purchase funnel. In fact, television is the most important influencer at all stages of the purchase funnel for the automotive category, greater than all other media platforms combined. This was true for all age groups and ethnic groups studied.

Source: GfK TVB Purchase Funnel 2017 Automotive Category [% Most important media type among those who saw/hear/ads in at least 1 media source]

Trust

Trust in news is essential, especially in this world of “fake news.” When asked the question “I trust the news I see/hear on this media source,” local broadcast television news was the most trusted, as 83% agreed [agree strongly + agree somewhat] with this statement. In fact, not only did automotive respondents consider local broadcast TV news to be the most trusted news source, 70% trust the news from local broadcast TV websites and apps, making it the most trusted digital property. Social media, at 47%, was the least trusted.

“I trust the news I see/hear on this media source” Agree with this statement—Automotive



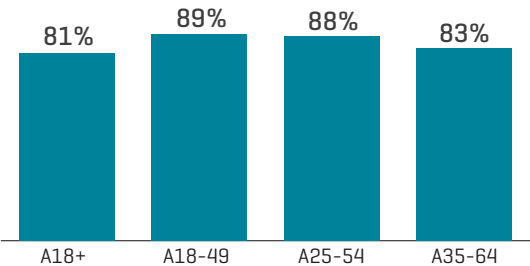
Source: GfK TVB Purchase Funnel 2017 Automotive Category

The Best Way to Reach Auto Consumers [CONTINUED]

TV Influences Digital Searches

When doing an online search, automotive respondents were asked if television ads they had seen influenced their search in some way. 81% of all adults cited that TV ads had indeed influenced their online searches. This number increases significantly with key demographics.

“Have TV ads influenced your search selections?”
Automotive—“YES”

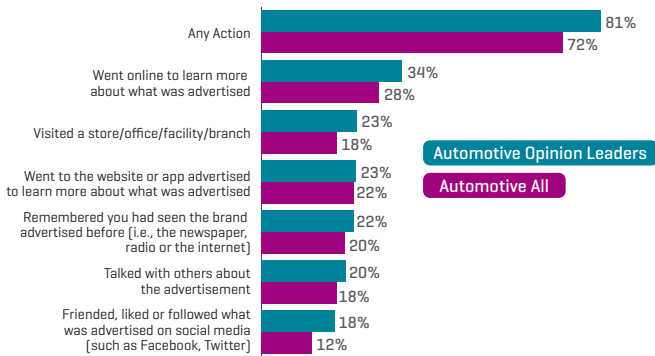


Source: GfK TVB Purchase Funnel 2017 Automotive Category “When doing an online search, how often, if at all, have TV ads you have seen influenced you in some ways in your search?” [Yes = combination of Every time, Most of the time & Sometimes]

Motivation

TV ads were also seen to motivate automotive opinion leaders, or those who say their family and friends ask for and trust their advice. 81% of automotive opinion leaders said they took some sort of action after seeing/hearing an ad on television, with “going online to learn more about what was advertised” the top choice at 34%.

TV Ads Motivate Opinion Leaders
Which of the following did you do after seeing/hearing the ads for the category on television?



Source: GfK TVB Purchase Funnel 2017 Automotive Category A18+

Summary

- Television is the most important influencer at all stages of the purchase funnel for the automotive category, greater than all other media platforms combined. This is true for all age groups and ethnic groups studied.
- TV drives consumer awareness: 80% of automotive respondents saw a TV ad, and 64% of them listed TV as the most important influence in the awareness stage of the purchase funnel.
- Local broadcast TV news is the most trusted; social media the least: 83% of automotive respondents consider local broadcast news to be the most trusted news source and 70% trust news from local broadcast TV websites and apps. Social media was the least trusted at 47%.
- TV ads influence search selections: 81% of automotive respondents said TV ads influenced their online searches. This number goes up to 89% for adults 18-49.
- TV ads motivate: 81% of automotive opinion leaders said they took an action after seeing/hearing ads on TV. ■



For more info contact Hadassa Gerber
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Power to the People

A global uprising is underway, and it's been initiated by consumers in social media. Meet the Culture Company that's helping brands prepare for the coming revolution.



Ever since its conception in 2011, theAudience in Los Angeles has blurred the boundaries between marketing, entertainment and culture. But the company made famous for crowdsourcing celebrity, and weaving global brands into the fabric of culture, is now predicting a far greater upheaval in how commerce connects with consumers.

"In the past two years we've witnessed a polarity shift in the way that culture evolves," says

CEO, Patrick Mulford, "For decades society has relied on mass media to provide a cultural foundation of attitudes, aesthetics and beliefs, because communities were otherwise fragmented."

However, social media is fast becoming the primary platform for human expression, connecting over two billion people around the world. It's allowed us all to unify, and connect to the things that truly matter in our lives.

"Social media is an ecosystem," says William Petersen, who heads up Culture Lab. "It conforms to the laws of nature and human behavior, rather than those of media and marketing."

No longer as influenced by mass media, people are free to aggregate the most relevant and vital cultural ideas themselves. The traditional media and marketing model is not designed to deal with such a connected, opinionated and mobilized audience.

theAudience is structured specifically to address this challenge. It consists of a 'Culture Lab' that maps the cultural landscape existing between a brand and its consumers, and a Content Studio that develops stories, initiatives and communities, based upon this enlightened perspective.

"Social media is an ecosystem," says William Petersen, who heads up Culture Lab. "It conforms to the laws of nature and human behavior, rather than those of media and marketing."

A brand exists as part of a complex cultural mosaic of entities that help define people. We surround ourselves with friends, family, celebrities, influencers, entertainment properties, brands, places and passion points. These all contribute to our sense of self.

"In social, people don't really care about physical brands," Petersen continues. "We only care about the metaphysical values those brands represent. It's those values that help us define ourselves, and enable us

to connect to our peers. In turn the feedback we receive [in the form of likes, comments and shares] validates the cultural choices we're making. It's vitally important to understand the part brands play to enrich this ecosystem."

As theAudience weaves brands into popular culture, they not only tell stories and collaborate with art and entertainment properties, they also tap into the most influential personalities, identify geographical hotspots for live activations, and collaborate with similarly aligned brands.

"Our approach is radical, but the results speak for themselves," says Patrick Mulford. "We see four times the engagement, and far greater brand affinity than a traditional marketing approach. But what's more important is that this process leads an authentic and tangible relationship with customers."

theAudience believe that the dynamics we see in play in social media have always existed. They are part of the human condition. But this is the first time technology has enabled the global consumer to become the dominant force.

In the words of poet Allen Ginsberg, "whoever controls the media, controls the culture," except now it's culture itself that's calling the shots. From now on the people won't buy your products, until they buy into your brand as an integral part of their cultural identity. ■

theAudience is a Culture Company that makes genuine connections between brands and consumers. For more information email patrick.mulford@theaudience.com





J.D. POWER

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Autotrader | Tapad

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A TAPAD CASE STUDY

GOAL

When it's time to shop for your next vehicle, odds are you start your search on Autotrader. Choosing a car is often a difficult decision that spans several months and requires considerable research, which is why most consumers turn to Autotrader for reliable information, reviews and prices. That's why a global automotive brand turned to Autotrader and Tapad to help build efficiencies in media by managing shopper identification across multiple devices, with a 1:1 connection, not look-a-like modeling.



14 mil.

Autotrader reached over 14M unique potential consumers



81%

Consumers exposed on 2 or more screens had a VCR of 81%, 6% higher than those exposed on a single screen



STRATEGY

Competition among midsize, affordable sedans is stiff. To increase favorable opinion and drive awareness with Autotrader's premium in-market audience, the automotive brand opted for a cross-device pre-roll video strategy with a focus on viewability.

This tailored campaign maximized reach and delivery across screens, concentrating on potential customers. The aim was to increase video completion rates and amplify audiences across devices to hit site-side KPIs. Autotrader and Tapad focused on enticing customers already searching for a vehicle, as well as advertising against the auto brand's competitive set.

RESULTS

Autotrader's premium audience combined with the Tapad Device Graph™ delivers unrivaled audience extension across Desktop, Mobile and Tablet, reaching over 14M unique potential customers actively searching for vehicles.

The automotive brand saw that potential consumers who were exposed across two or more screens had a VCR of 81%, a 6% lift from single screen. Moreover, competitive cross-screen strategies yielded the highest VCRs. ■

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JUMPSTART

automotive media

THE LARGEST
HIGH-PERFORMING AUDIENCE
OF IN-MARKET CAR SHOPPERS



HEARST AUTOS

MORE THAN
17M
IN-MARKET
AUTO SHOPPERS ¹

77%
WHO ARE READY TO
PURCHASE OR LEASE
WITHIN THE NEXT
6 MONTHS ²

OVER
\$13B
IN SALES
INSPIRED BY
JUMPSTART ³

- › **REACH** consumers at every stage of the auto shopping process
- › **LEVERAGE** performance-driven marketing and advertising solutions
- › **ACCESS** insights and thought leadership on auto shoppers

¹comScore Media Metrix Multi-Platform, April - June 2017 (3 month average)

²Jumpstart Automotive Group Automotive Shopper Study, July 2015

³Datalogix Sales Match data, January - March 2017. Calculation based on total number of new vehicle sales that Jumpstart influenced multiplied by average vehicle cost (\$30K).

JUMPSTART PORTFOLIO

CAR AND DRIVER

J.D. POWER | Cars

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Used Car Week is a five-day event that brings together all corners of the used-car and remarketing industry to discuss current trends, forecasting for the future and how to prepare for the road ahead.



PRE-OWNED CON

Pre-Owned Con sessions focus on the analytics, data and big-picture vision, strategies and technologies that are impacting the overall retail used-car market.



AUTO FIN CON

Auto Fin Con sessions focus on the full-spectrum of auto financing in the used-car market, from subprime to prime, and FinTech issues including Blockchain and Bitcoin.



REPO CON


Repo Con sessions focus on solving pain-point issues within this critical segment of the auto finance space that manages repossessions, recoveries and regulations.



IN PARTNERSHIP SINCE 2016

The combined National Remarketing Conference/NAAA Convention features the traditional NAAA Convention schedule of events and NRC's curated educational sessions addressing the most pressing issues impacting the industry.

www.usedcarweek.biz



Are you making the right level of investment in operations and customer satisfaction?

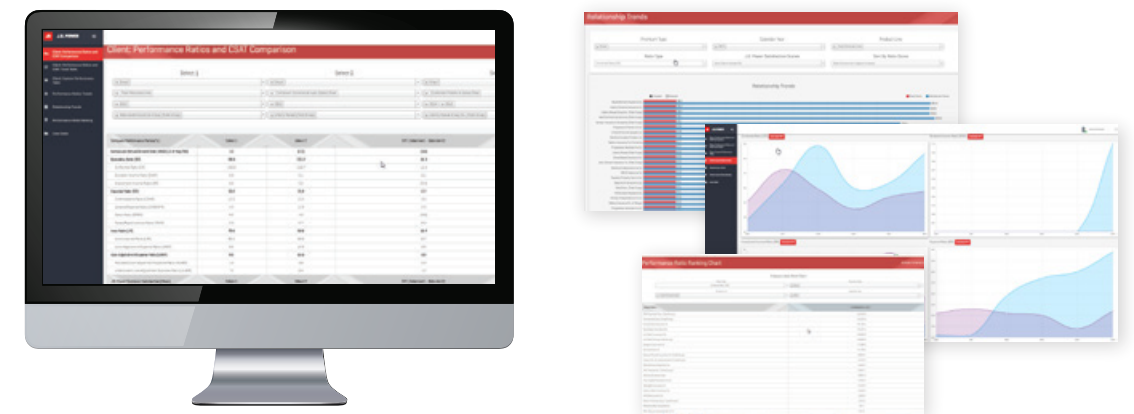
How do your investments stack up against the competition?

J.D. POWER
Insurance Performance Portal

Having the ability to understand whether you are applying your investments efficiently and effectively, especially compared with competitors, is vital to your success.

J.D. Power Insurance Performance Portal

The new J.D. Power Insurance Performance Portal provides carriers with access to operational/financial performance ratios enabling them to gain deeper insights into the effectiveness of their investments in the various aspects of their operations vs. competitors, including customer satisfaction and financial performance.



Check out jdpower.com/insuranceperformanceportal to learn how to determine whether your organization is applying investments.

A Dose of TV Data: What's Working in Automotive?

Still wondering how effective your campaigns are at driving traffic into the dealership? The answers are now at your fingertips.

From real-time self-service insights on which creatives are driving foot traffic and purchases, to rich TV-to-digital retargeting campaigns using custom segments fine-tuned to your needs, Alphonso has the data you need to maximize campaigns across all screens.



596k

Video Impressions

76%

Completion Rate



311k

Interstitial Impressions

3.89%

Completion Rate

Benchmark: Avg VCR 60%;
Autos VCR: 72%

Benchmark: Avg CTR: 2.5%



Meaningful Measures: Location Attribution for Cross-Platform Campaigns

Earlier this year, TV Data Company Alphonso worked with a leading automotive brand during the 2017 Oscars, to extend their TV ad campaign to the digital devices of viewers exposed to their TV campaign.

Using Alphonso viewership data, the brand extended the frequency of its campaign across the digital devices of its exposed TV audience in their target markets of in NYC, LA, Chicago, Philadelphia, San Francisco, Houston, Washington D.C., Dallas, Boston and Miami.

Results:

Aided Ad Recall showed 10% lift showing that cross-device targeting helps in ad recall.

Aided Brand consideration increased to 23% for viewers exposed to both the TV and digital ads, compared to only 4% for those exposed only to the TV ads.

The Brand saw an average lift in dealership visits of 15.8% overall, spiking as high as 67% in Dallas, 44% in Chicago and 33% in San Francisco. ■

Get the full report at Alphonso.tv

Come meet the Alphonso team and find out more insights like this to drive your auto business forward. Happy Hour is on us, Wednesday, October 25, 5:30-7:30 p.m., in the Bond Lounge at the Cosmopolitan.



SNEAK PEEK

Announcing a Joint Research Project from Acxiom and J.D. Power

Consumer Desire and Willingness for Automotive Connected Services

Smartphones. Apps. Cloud storage. Voice recognition. Artificial intelligence. Self-driving vehicles. Each of these is creating new methods for connectivity and simplifying users' lives. Depending on the source, it is estimated that 20-50 billion devices will be connected by 2020.

As a result, the world around us has more data available than ever before. New services are being invented every day, bred out of consumer need and technical feasibility. But, what is the appetite of the consumer for more? Are they willing to pay for features? Are they willing to subscribe to longer terms of service? Will they provide personal data to companies in exchange for something of value in return? Are they ready for an autonomous world?

The latest in-vehicle technology features continue to be a top reason for purchasing a car. That said, which features are consumers really willing to pay for? Given the increasingly competitive U.S. market, it is of critical importance to understand which services consumers are willing to pay



for, how much they're willing to pay and what kind of information they're willing to provide in exchange. Furthermore, understanding distinctions between generations—which have very different experiences influencing their purchasing patterns—will be critical to understand.

The world is expected to change at increasingly faster rates, with new opportunities being created daily. With this transformation, it is essential for companies to incorporate the Voice of the Customer into product and service development. Understanding consumer interests and expectations for connected services can help shape which services are optimal for the market, including how they're packaged, marketed, and distributed, as well as the messaging around them. Further, understanding that the customer is the center—not that the customer is the center of this service—will be paramount.

Acxiom and J.D. Power have teamed up to provide answers to these questions and explore what opportunities are likely to emerge in the future. Because in the end, it is the consumer who will decide which technologies and services will win and which ones will lose.

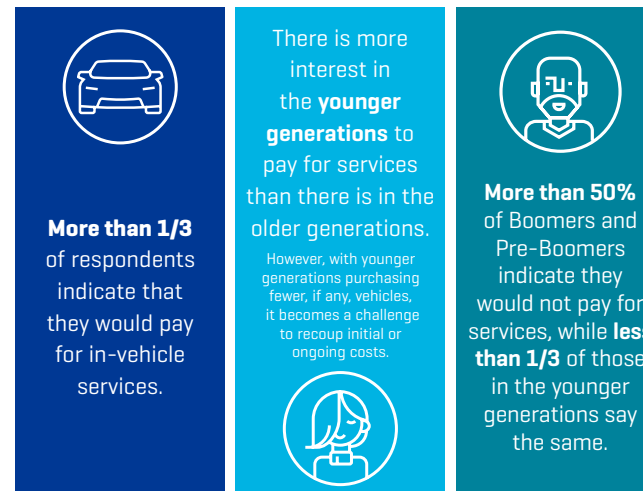
Here's a sampling of what you will find in the full study:

Four key areas in which consumers' interests and expectations are changing:



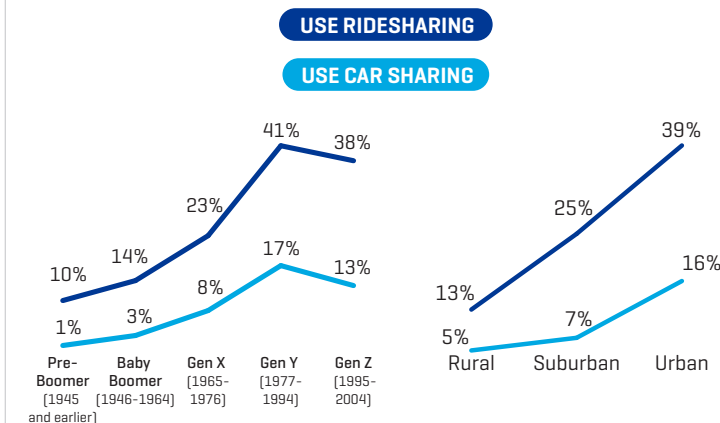
1. Technology evolution from vehicle-centric to consumer-centric

IN-VEHICLE SERVICES: INTEREST



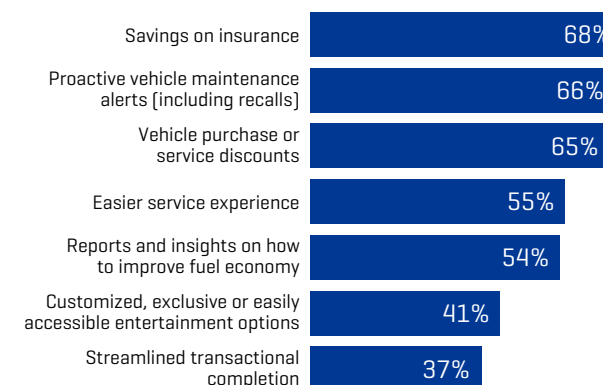
2. Consumers' first vehicle experience is changing

RIDESHARING & CAR SHARING USAGE



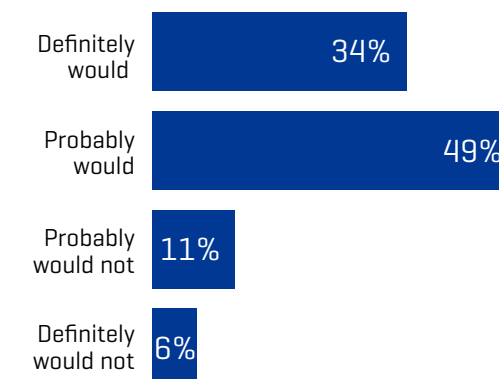
3. Extreme concern over data security

WILLINGNESS TO SHARE INFORMATION FOR THESE SERVICES



4. All-in one lease: new ownership opportunities

INTEREST IN AN ALL-IN-ONE PURCHASE FOR AUTONOMOUS VEHICLES



Download the full study here: [acxiom.com/autostudy](https://www.acxiom.com/autostudy)

For an in-depth presentation of the findings:

Mike Perugi, Automotive Industry Strategist, Acxiom Corporation
1.248.420.1500, michael.perugi@acxiom.com

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Join hundreds of industry professionals, including dealers, OEM's, agencies, and suppliers at the J.D. Power 2018 Automotive Summit.

Kicking off the NADA Convention & Expo, this full-day event features a select group of industry leaders sharing new insights into emerging trends in automotive retail. This is your opportunity to meet and network with the key leaders shaping the future in this rapidly-changing sector of the industry. Plus, you won't want to miss the exclusive *J.D. Power U.S. Automotive Franchise Assessment*, a comprehensive overview of how each auto franchise is performing in the U.S. market.

Hear from this elite group of industry influencers on what the J.D. Power AMR means to them.

Honey Mae P. Kenworthy,
Corporate Communications
Manager at Costco Auto Program

"The J.D. Power AMR is the place to be for marketers in the automotive industry. I've attended for the past several years to learn about the latest marketing trends from thought leaders and innovators. I appreciate the opportunity to share this with my personal network as a J.D. Power AMR influencer and look forward to the upcoming conference!"

**Joe Cashen, Chief Marketing
Manager, Senior Manager, Titan &
NV-Series for Nissan**

"I have found J.D. Power's Automotive Marketing Roundtable to be by far the most relevant conference for our industry. The agenda is packed with the latest thinking in the automotive marketing, and the keynote speakers are top notch. Plus there is plenty of time for networking opportunity with your peers from other OEMs. If you only attend one marketing conference per year, this is the one!"

2017 AMR Influencers



**Dan Silver, Senior Director,
Sales Marketing at GroundTruth,
Formerly xAd**

"Why I enjoy the AMR: I have been attending these events for the last five years and each year I find something new of value. Ultimately, the level of attendees is what separates the AMR from all other automotive events in the industry!"



**Meaghan Kessman, Vice
President of Automotive at
Pandora**

"I am excited to be an AMR Influencer because it is my favorite conference of the year! I always learn a lot in the sessions and it's great to spend time with clients and colleagues outside of work."



**April Rain, Marketologist at
Digital Rain**

"What? Me? An Influencer? For #JDPowerAMR? That's just crazy! Is it possible to be incredibly excited, yet humbled at the same time? Let's say 'yes.'"



"I have attended AMR for several years in a row, and now I get the opportunity to put my social content to use for more than shameless self-promotion. I am thrilled and grateful to be considered an Influencer for J.D. Power. I find the event very forward thinking, with diverse content, and a progressive blend of attendees. If I can encourage dealers, allied industry, and/or OEMs to get their butt out of their offices and attend the AMR event, then I am happy to do so."

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2018 Automotive Forum

March 27, 2018 • Grand Hyatt • New York, NY

#NYAutoForum

Hosted by:



J.D. POWER



J.D. Power and NADA invite you to become a part of the 2018 Automotive Forum in New York City on Tuesday, March 27th. Hosted by the New York International Auto Show, this one-day event brings together leaders from OEMs, suppliers, retailers, and the media to discuss how industry and economic conditions will shape the future.

The Forum Partners go beyond the headlines and explore how recent developments will impact all aspects of the auto industry. The Forum will offer a mixture of keynote addresses and panels to explore from several perspectives how the events of the past will influence the future. Most importantly, we want our participants to have the ability to ask challenging questions during the panel discussions.



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				THE WENDY WILLIAMS SHOW