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Accelerating the
# Automotive Industry's
## Adoption of Mobile Intelligence

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# CONTENTS

# Introduction

The automotive industry has been known to make significant investments in annual advertising spend, especially during high profile events such as the ASEAN Football Championship (AFF Suzuki Cup), The South East Asian (SEA) Games – where Volvo is the official car sponsor for 2015, and other international sporting events.

While traditional advertising is still a popular medium, digital advertising has been rapidly catching up. In Asia Pacific, overall digital advertising spend was estimated at a total of US$46.6 billion in 2014, and it is expected to surpass North America in total digital ad spending share worldwide by 2017 at 36.9 percent versus 35.7 percent[1]. To keep up with this trend, it is critical for marketers in the automotive industry to review their digital mobile advertising strategy to increase outreach as well as engage with their target market more effectively.

According to eMarketer, mobile Internet ad spending will account for 20.2 percent of all digital ad spending in Asia Pacific and 5.5 percent of total media ad investments in the region[2]. A shift from traditional forms of advertising to the digital platform could be attributed to reasons such as an increase in smartphone penetration, mobile Internet penetration and evolving media consumption behaviour of target audiences. Consumers have increasingly moved towards using smartphones and tablets for convenience and personalised functions associated with mobile devices.

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# Steering audience outreach in the right direction

By using geo-location technology, most brands are able to effectively target potential customers near their retail outlets and showrooms. Companies with proprietary geo-location technologies can track the location of devices even without the use of GPS and this data can be further analysed to carefully build audiences.

Audience targeting is more powerful than location targeting for sectors like the automotive industry since the target consumer may not necessarily be near the store. Driving brand awareness, perception and purchase intent to the correct audience becomes more important than simply targeting the general audience near outlets and showrooms.

In addition, the nature of campaigns by automotive brands varies according to the objectives. These could range from driving traffic to their events, increasing footfall to the showrooms for a test drive, raising awareness of their new product and its features, as well as getting insights on the preferred features in a car model to changing brand perception by using interactive creatives. Depending on what the brand's objectives are, audience targeting and profiling will be critical in ensuring the right audience receives their content.

Elaborating on what auto brands possibly have been doing with the mobile medium last year, below are the key points to keep in mind for running an effective mobile campaign for automotive marketing:

[1] "APAC Digital As Spending to Jump over 30% This Year", eMarkerter, 11 December 2014
[2] "China's Taking Over Mobile As Spending in APAC. Period.", eMarketer, 25 September 2014

# The power of right targeting: Navigating Audi Quattro Technology

Audi, a brand known for its innovation, dynamic sportiness and sophistication, ran two campaigns using data driven marketing for a more effective reach. Audi Singapore aimed to reinforce awareness of its renowned quattro technology, and establish a connection between quattro technology and the Singapore road terrain. Using audience and location targeting, Audi ran its campaign on smartphones and tablets to reach its targeted segment – affluent and tech savvy consumers. Quattro zones were identified in Singapore and the target audiences were shown the in-app advertisement as soon as they entered this zone. The ad took them to Audi's Facebook page where they could then view a video to learn more about the benefits of quattro technology.

Example of Video

Example of 480x320
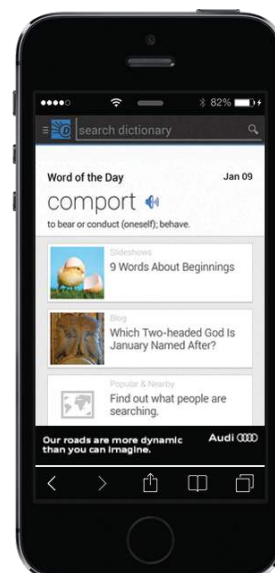
Example of 320x50

Singapore's Quattro zones

# Making creatives fun & relevant:
# Audi A8

Audi's second campaign centered on raising the profile of the Audi A8, highlighting specific features such as the Matrix LED in the head up display, and creating a sense of real life driving experience without users having to visit the stores. A special gyroscope creative was created for Audi, which gave users a 360° view of the car interior. Affluent and automotive enthusiasts who regularly used tablets and smartphones were the primary target audience and this campaign enabled such users to explore all the car features from their mobile devices.

Based on the engagement of users with the various features, including an option to view the Audi video advertisement, it was found that video was the preferred source of content consumption with around 11% post click engagement rate. Navigation, Interior and MMI Touch were the top 3 features explored by users and the least being B&O Sound and Head-Up display.
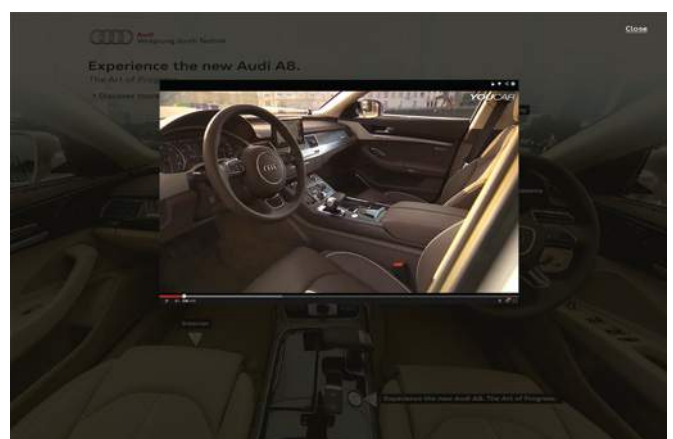
Mornings and late evenings seemed to be the preferred time for the engagement and mid-week had the highest engagement period. Users aged between 25-49 years were seen more engaged in the ad.





With an tilt option for a 360 degree view of the Audi A8 interiors
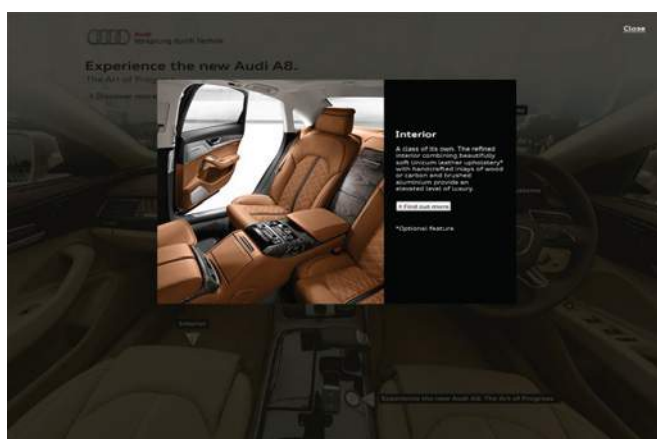


Exploring Audi A8 'Interior' feature



Video displaying the Audi A8 features

# Engagement lies in interactivity - In the headlights: Welcome to the Volkswagen Family Weekend

The main objective of this campaign by Volkswagen was to create buzz and attract families to attend its "Welcome to the Volkswagen Family Weekend" event in Singapore. The campaign utilized an interactive creative where the advertisement displayed a drawing of a Volkswagen with a family inside. Users had to colour the picture on their mobile devices and upon saving their painted picture, they would receive a surprise invitation on the next page for the event. Anyone using a tablet or smartphone was targeted in the outreach and as a result of this interactive campaign, Volkswagen managed to successfully gain traction from its target audience and increase attendance at the event.





Drawing of the Volkswagen Family



Surprise Invitation on saving the coloured picture

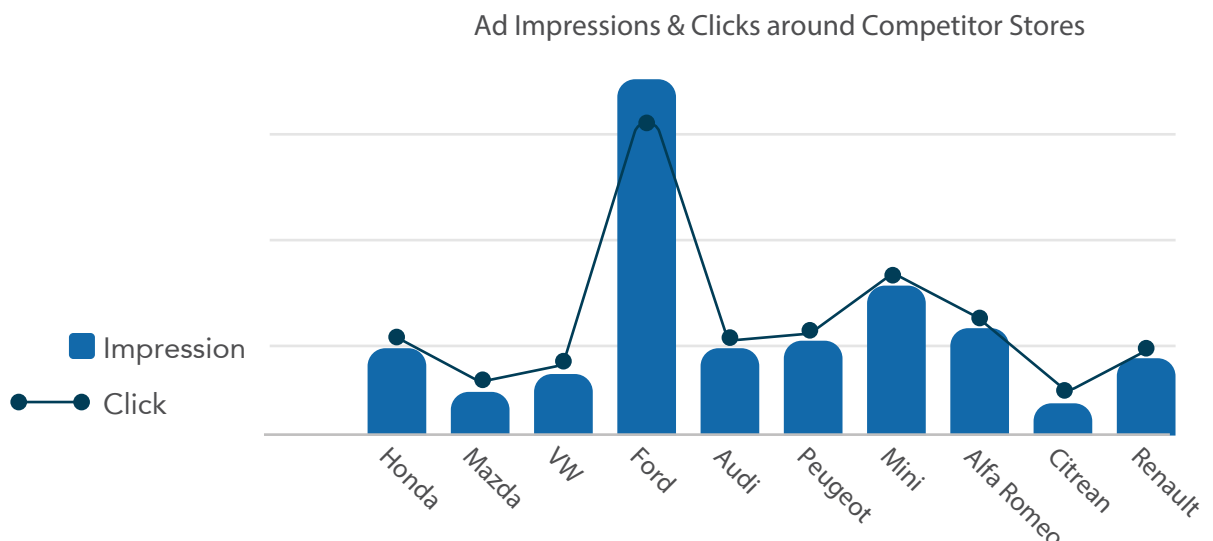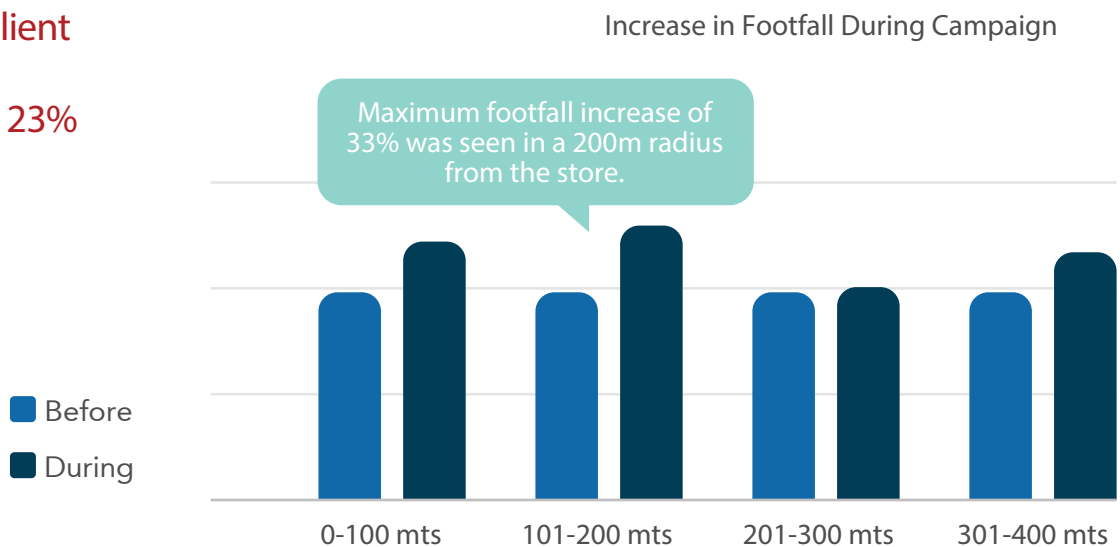# Taking Mobile Intelligence to the next level: Fortune 500 client

Recently, one of the Fortune 500 auto brands ran a campaign to target auto intenders for a promotional campaign and to drive dealership traffic. A customised audience was created for the brand by accumulating unique devices that had visited the dealership of the client or its competitor's in the past. The campaign then targeted these custom audiences when they were close to the client dealerships.
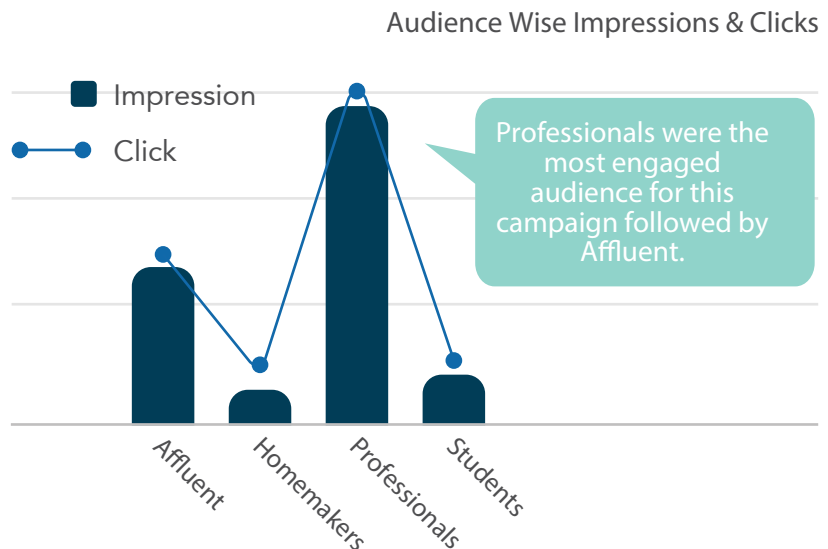
## RESULTS:

**The footfalls around the client dealerships increased by 23% during the campaign.**

### Increase in Footfall During Campaign

Maximum footfall increase of 33% was seen in a 200m radius from the store.



- Before
- During

0-100 mts  101-200 mts  201-300 mts  301-400 mts

### Ad Impressions & Clicks around Competitor Stores



- Impression
- Click

Honda  Mazda  VW  Ford  Audi  Peugeot  Mini  Alfa Romeo  Citrean  Renault

**An extremely high ad engagement was seen from audiences at a distance of 300-400m from the dealerships.**

These insights are extremely actionable and the brand can design their complete marketing campaign around these for superior results.

Professionals were the most engaged audience for this campaign followed by Affluent.

- Impression
- Click

Affluent  Homemakers  Professionals  Students

# Building audiences & targeting them when they are 'On the Go':  Ford Eco Boost Challenge

Ford, well known for its Eco Boost Technology was looking to reach out to the audience who are On The Go to drive awareness of its forthcoming launch of 'Fiesta' in Philippines. It ran a mall display and a test drive to provide its customers with firsthand experience of the brand new Fiesta.

An audience segment of young professionals was built using past location foot print and content consumption to promote Ford's upcoming launch of Fiesta. Rich media creative in the mobile ads displayed the image of brand new Fiesta with Route View and Know More options were targeted at the young professionals seen within and around the malls in order to build awareness.

Due to the targeted nature of the campaign, ad engagement of the campaign increased more than 4 times as compared to the average at 1.24%. Ford succeeded in driving awareness and in creating a stir amongst its audience on the upcoming launch of Fiesta.

# Staying Ahead of the Curve

As Gen-Y professionals enter the workforce and affluent consumers become more tech-savvy, car shoppers have become increasingly connected and continue to seek advice, reviews, and information online, before making a decision. Consumers now research a vehicle on multiple showrooms hosted by many different sources prior to signing on the dotted line. Consequently, automotive advertisers must position themselves to be both local and relevant, which is critical in targeting the right audience through digital channels.

Using location intelligence to create accurate user profiles will be a crucial element in helping marketers reach the appropriate consumers and improve effectiveness of their campaigns. Merging offline and online data insights will enable brands to reach potential buyers across mobile platforms and build a connected brand experience through seamless advertising content.

**"**

**Merging offline and online data insights will enable brands to reach potential buyers across mobile platforms and build a connected brand experience through seamless advertising content.**

As a result, advertisers who adopt this approach can expect to positively influence purchase intent of their specific target audiences, contribute to sales growth, gain potential customers, increase brand and ultimately ensure that they stay ahead of the curve in this fast-growing market.

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