

Digital Marketing in Automotive - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“30-39-year-olds, instead of young adults, show the highest interest in WeChat moment flow ads, especially those full-size SUV (Sports utility vehicles) and MPV (Multi-purpose vehicle) buyers. Therefore, car ads on this channel could highlight the large inner space, with a family theme to attract more attention.”

– **Aaron Guo, Associate Director of Research**

This report looks at the following areas:

- Should car ad themes differentiate across social media platforms?
- How to compete against buzz-generating tendentious car reviews?
- How to engage young car buyers in a social polite manner?

Zhihu is now paid more attention to than WeChat and Weibo, especially by 20-29-year-olds. It is critical for car companies to build a credible brand image on such a platform in order to compete against independent car reviews. Using the language of the audience and making use of the comment board are the core tactics.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Digital Marketing in Automotive - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this Report

Figure 1: Definition of different monthly household income groups, by city tier, November 2016

Executive Summary

Leave space for audiences with a busy life

Figure 2: Car ad type preference, December 2017

Prove performance in an alternative way

Figure 3: Cross-marketing subject preference, by consumer segment, December 2017

Luxury car buyers are looking for trendy car ads

Figure 4: Car ad style preference, December 2017

Impressive and opinionated car reviews are preferred

Figure 5: Car review style preference, December 2017

Zhihu is now more influential than WeChat and Weibo as a source of information

Figure 6: Peer comment source preference, December 2017

Cars mean more than a means of transport to Mintropolitans

Figure 7: Gap between MinTs and Non-MinTs (benchmark) on attitudes towards car ownership, December 2017

What we think

Issues and Insights

Should car ad themes differentiate across social media platforms?

The facts

The implications

Figure 8: Jeep Cherokee WeChat moment campaign

Figure 9: Jeep Grand Cherokee WeChat moment campaign

How to compete against buzz-generating tendentious car reviews?

The facts

The implications

Figure 10: BMW official Zhihu account answers

How to engage young car buyers in a social polite manner?

The facts

The implications

Figure 11: Audi Q3 #GooooHome# campaign during 2018 Chinese New Year

The Consumer – What You Need to Know

30-39-year-olds show the highest preference for moment flow ads

Humorous car ad is preferred more by females than ambitious ones

Weibo ads could be more unrestrained

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Digital Marketing in Automotive - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Cars mean more things to post 80s than post 90s

Car Ad Format Preference

Willing to see more in general...

Figure 12: Car ad type preference, December 2017

...yet leave space for audiences with busy life

Show sponsorship works the best for 25-29-year-olds

Figure 13: Car ad format preference, by age, December 2017

Large car buyers prefer moment flow ads

Figure 14: Car ad format preference, by models planning to buy, total average as benchmark, in percentage points, December 2017

Cross-marketing Preference

Focus on tech and travel

Figure 15: Cross-marketing subject preference, December 2017

Cross-marketing with animation and food topics to attract female buyers

Figure 16: Gap between males and females (as benchmark) on the cross-marketing subject preference, December 2017

Prove function and performance using fashion and charity topics

Figure 17: Cross-marketing subject preference, by consumer segment, December 2017

Car Ad Style Preference

Futuristic, bold and unrestrained are preferred

Figure 18: Car ad style preference, December 2017

Emotional 20-year-olds

Humour matters more than ambition to females

Figure 19: Preference on selected car ad style, by gender and age, December 2017

Show ambition using a success story

Figure 20: Preference on car ad styles, by total and respondents who choose 'has great ambitions', December 2017

Luxury car buyers expect the car ads to be trendy

Figure 21: Car ad style preference, by models planning to buy, total average as benchmark, in percentage points, December 2017

Car Review Style Preference

Bold opinions are valued

Figure 22: Car review style preference, December 2017

Replacement car buyers welcome subjective reviews even more

Figure 23: Gap between replacement and first-time car buyers (as benchmark) on car review style preference, December 2017

Better-educated audiences prefer reviews being direct

Figure 24: Selected car review style preference, by educational background, December 2017

Source of Peer Comments

Comments on specialised forums are paid the most attention to

Figure 25: Peer comment source preference, December 2017

20-24-year-olds prefer real life relations more

Figure 26: Claim rate of selected source of peer comment, by gender and age, December 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Digital Marketing in Automotive - China - March 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Zhihu is now more influential than WeChat and Weibo

Figure 27: Claim rate of selected source of peer comment, by generation, December 2017

Preference for social networks varies among females at different ages

Figure 28: Claim rate of selected source of peer comment, by gender and age, December 2017

Attitudes towards Owning a Car

Owning a car is treated convenience

Figure 29: Car ownership meaning, open question, December 2017

Young adults tend to regard cars as more of a tool

Figure 30: Car ownership meaning, December 2017

Car is more meaningful to post 80s than to post 90s

Figure 31: Mention rates on selected attitudes towards car ownership, by generation, December 2017

Associations between car models and buyers' attitudes towards cars

Figure 32: Car ownership meaning, by car models planning to buy, general average as benchmark, in percentage points, December 2017

Meet the Mintropolitans

Opinionated car review will be favoured more

Figure 33: Gap between MinTs and Non-MinTs (benchmark) on car review preference, December 2017

Private cars will still exist in the future

Figure 34: Gap between MinTs and Non-MinTs (benchmark) on attitudes towards car ownership, December 2017

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com