

April 2023

Auto Marketing & Retailing -
China

“Automotive specialised platforms are still the main channel for consumers to access automotive information, while short video platforms with their short, straightforward and fast features are attracting more and more attention from consumers in the age of information fragmentation. The content presentation formats of automotive marketing have also becoming more ...

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汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但短视频平台凭借其短平快的特征，在信息碎片化时代，越来越受到消费者的关注。汽车营销的内容呈现形式也更加多元化。从购物节、品牌跨界店，到虚拟代言人、漫画形式，被访车主对各种内容形式的兴趣度也有着不同程度的上升。后疫情时代，随着线下活动的恢复，线上线下联动的整合营销模式将重新开启。品牌可以结合线下活动在社交和私域平台等渠道进行线上传播，获得持续性和传播性更强的声量，促进品牌的二次曝光与潜客的转化。”

— 袁淼，研究分析师