

Auto Advertising: Incl Impact of COVID-19 - US - October 2020

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“Automakers invest too much money into their advertising strategy for their ads to be ineffective and lacking influence. According to Pathmatics, advertisers spent more than \$1.4 billion on digital auto ads in 2019. That’s a considerable amount of money to invest in campaigns that aren’t influencing consumers’ purchase intent or consideration.”

– **Hannah Keshishian, Automotive Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on automotive advertising**
- **How consumers view the current auto advertising landscape**
- **How to create ads that effectively influence consumer brand and vehicle consideration**

Stumbling across an effective and influential auto advertising campaign is akin to watching an Oscar-winning movie. It’s not too long, not too short, provides meaningful, yet entertaining content and leaves you feeling something at the end. The majority of auto advertisements currently fails to meet that benchmark from a consumer perspective, which gives them ample opportunity to up their game. Automakers invest too much money in the hopes of creating influential content only to find that most consumers can’t tell one car brand from the next. It’s time for a change.

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DID YOU KNOW?

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

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Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

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