

# Digital Marketing in Automotive - China - March 2019

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## This report looks at the following areas:

- What should auto brands know about targeting females?
- Make it further through marketing for female consumers...
- Less is more



“As consumers become more and more discerning and knowledgeable about cars, this increases the importance of targeting the right group of consumers through marketing. Mintel finds significant differences between female and male consumers in the way they process car information and how they act upon it.”

– **Terence Zhou, Research Analyst**

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