



SunSentinel
MEDIA GROUP

**AUTOMOTIVE
INSIGHTS FOR
THE NEW ECONOMY**

OUR PRESENTING TEAM



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EXECUTIVE SUMMARY

Today's discussion will outline some of the top trends in the automotive audience segments, and it's changing landscape. Some changes are temporary, and others could shape a generation.

The correct marketing strategies, messaging and media tactics to reach said audiences will be pivotal to remaining successful in the new economy.





01

AUDIENCE

AS CONSUMERS ENTER A NEW LIFE STAGE, THEIR BEHAVIOR SHIFTS GEARS

62% of adults that purchased a new vehicle were ages 40 and older.



MILLENNIAL

72% of Millennials do not have a set purchase price in mind for their next vehicle. Auto retailers can help this consumer segment navigate the car-purchase process.



BABY BOOMER

69% of Baby Boomers are considering a new model for their next vehicle. They are more prone to shop based on utility as opposed to lifestyle.

GEN Z & MILLENNIAL

These digital natives have high expectations to be able to do their auto purchase 100% online, beginning with vehicle research. Auto dealers should treat their website as a digital showroom and have the option for consumers to purchase online.



GEN X

Gen X and older adults place an emphasis on previous brand experience compared with younger shoppers. This is because they've had more time to purchase and own vehicles, and they've likely developed an affinity for a brand.



MAJOR LIFE EVENTS TRIGGER VEHICLE PURCHASE INTENT

FUTURE HOMEBUYERS WILL DELAY A VEHICLE PURCHASE

Consumers who plan to buy property in the next year are significantly more likely than the general population to hold off on purchasing their next vehicle.

Auto dealers should still consider marketing to this group as 59% plan to buy a vehicle within the next year of their home purchase.



EXPECTANT PARENTS ARE LOOKING TO BUY

54% of consumers expecting a baby also plan to purchase a vehicle within a year.

OEMs looking to capture parent buyers should showcase families in the creative and for auto dealers to have baby seats handy for demos.



FOLKS PAYING OFF SCHOOL LOANS HAVE DISPOSABLE INCOME

The average monthly payment for a school loan is \$210. Consumers who plan to pay off student debt in the next year also plan to purchase a car within the next 6 months.

Auto dealers can celebrate this occasion by hosting a showroom event.



RECENT COLLEGE GRADS PLAN TO PURCHASE A CAR WITHIN THE NEXT YEAR

Collegegraduates will choose their next vehicle purchase based on lifestyle. Unbranded sites can offer valuable information as grads research their first vehicle purchase.

OEMs can build loyalty by providing these new car buyers with information about car styles, financing and maintenance in the form of videos or microsites.

THE ONLINE CONSUMER HAS THE TOOLS TO MAKE INFORMED CHOICES

80%

of car shoppers
are using or plan
to use the
**manufacturer's
website** while
vehicle shopping

80%

of car shoppers
are using or plan
to use the
**dealer's
website** while
vehicle shopping

76%

of car shoppers
know what the
body style of their
next vehicle will be

57%

of car shoppers
know what **brand**
their next vehicle
will be



02

CHANGING LANDSCAPE



79%

**OF CAR SHOPPERS PLAN
TO DELAY THEIR NEXT
VEHICLE PURCHASE DUE
TO COVID-19**

FIVE BIG CHANGES IN CONSUMER BEHAVIOR



BUYING WHEN ESSENTIAL

While consumers may hold on to their vehicles longer during times of economic and health uncertainty, consumers can still be persuaded to buy a car under the right circumstances. Most will purchase vehicles out of necessity.



LIGHT PASSENGER VEHICLES

People will move away from pick-up trucks and SUVs in favor of sedans as they're more economical and get better gas mileage. With 59% of Chicagoland consumers NOT owning a car, there is opportunity to convert those large-size vehicle owners into more gas efficient car owners.



LEASED VEHICLES

Expiring leases will force consumers back into the market. This is a large segment to market to as prior to the pandemic there were 252,800 Chicagoland consumers planning to lease a vehicle in the next 12 months.



CLEANLINESS CONCERNS

Cleanliness concerns are swaying nearly 1 in 5 consumers toward car purchases and are affecting ride-sharing. As the definition of safety changes to include health safety, new vehicles may appeal to buyers as they've never been previously owned.



LESS PUBLIC TRANSIT USE

CTA and Metra had seen huge declines in ridership, with up to a 90% drop. With more people avoiding public transit, a personal vehicle would become critical. 14% of Chicagoland consumers don't own a vehicle.

VIRTUAL AND NON-VIRTUAL SHOPPING EXPERIENCES

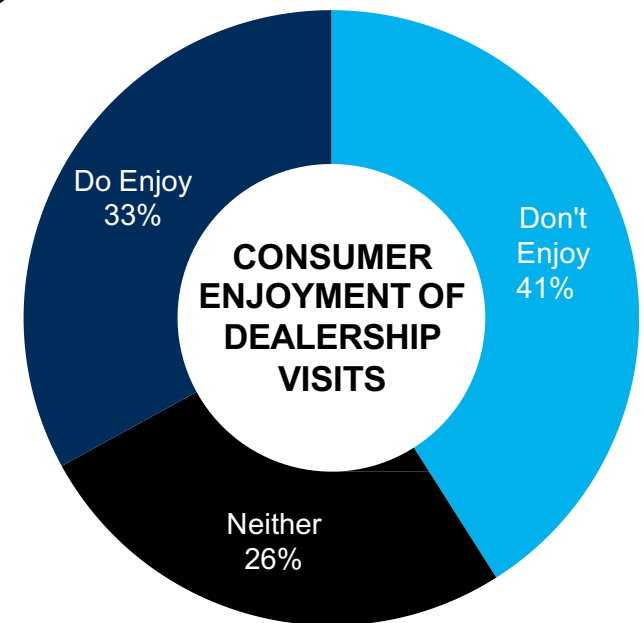
CONSUMERS FIND DEALERSHIP EXPERIENCES UNENJOYABLE

With many consumers finding the visit to a car dealership unenjoyable, online auto retailers like Cars.com and CarMax are becoming a popular option for vehicle purchases.

CONSUMERS OPEN TO VEHICLE PURCHASES FROM AMAZON

Amazon is known for providing an experiential shopping process through a variety of channels. Should the retailer decide to create a hypothetical “Amazon Auto,” consumers would likely enjoy the Amazon experience trickling into the traditional car-purchasing process.

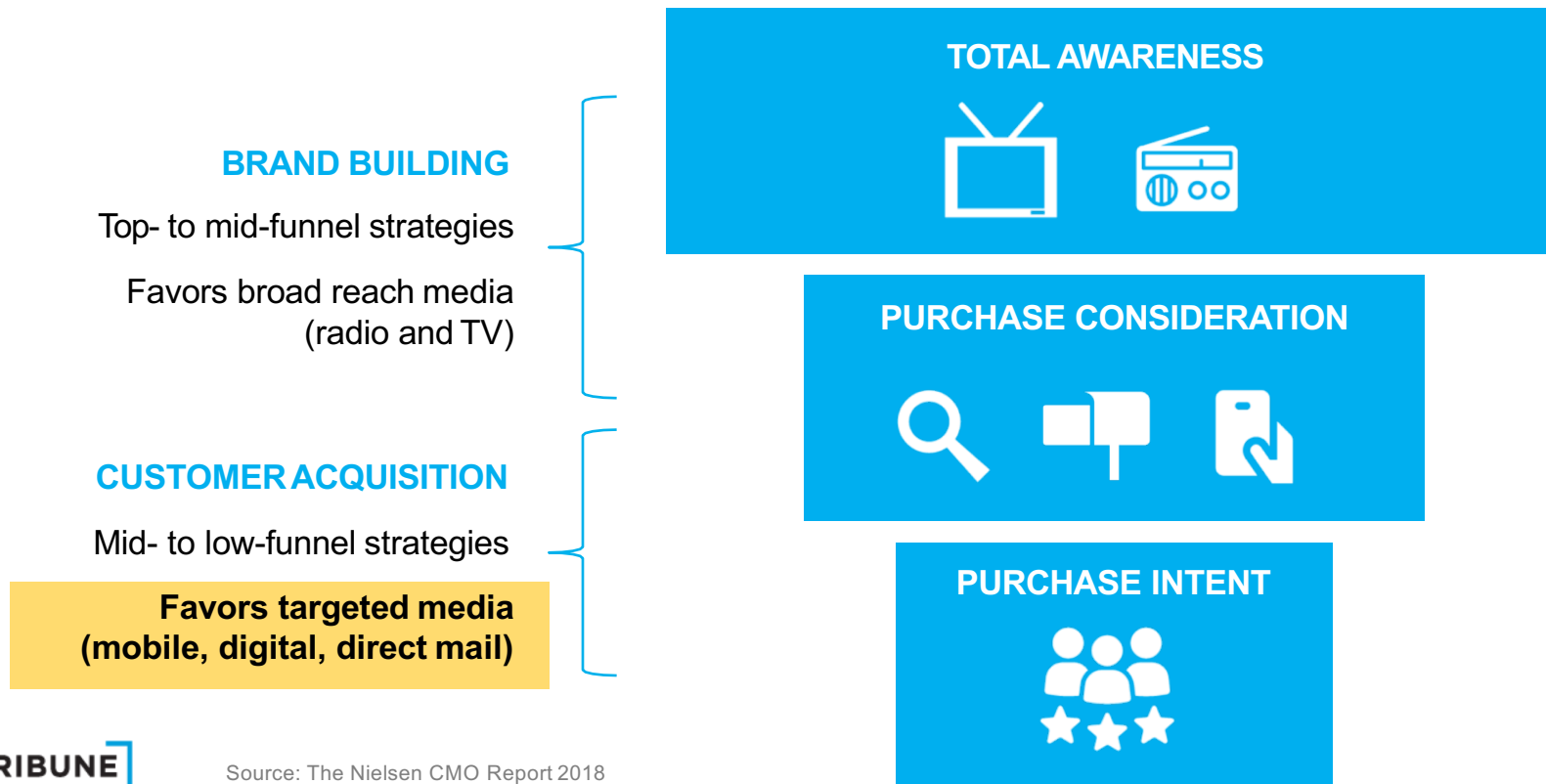
It's a large call for traditional dealers to revamp the car-purchasing process and work to better understand consumer needs.



03

MEDIA

ALIGNING MEDIA WITH THE AUTO PATH TO PURCHASE



EXPECTED MESSAGING IN THE NEW NORM

Post pandemic there will be a new norm, and consumers will expect specific communication. Without communication, your brand will be left out of the conversation.



Financial Assistance

Some sort of financial assistance, payment plan, or loan forgiveness is expected.



Health Safety

Express what you're doing to sanitize every part of your business, including how you're protecting your employees and customers.



Community Contribution

Consumers want to know what brands are doing to help the front line (first responders, delivery drivers) and what part they're playing to combat COVID-19.

THE IMPORTANCE OF LOCAL

5.1M
#StayHome

During the pandemic, some of the most popular hashtags are about staying home and supporting local businesses.

*US and CA mentions on Instagram and Twitter
May 1 through May 19, 2020*

3.4M
#ShopLocal
#EatLocal
#local

AUTOMOTIVE REGIONAL

Timing: 30 Days

Investment: \$9,970

Savings: 41%

Geotarget: Multi-County / DMA

Audience Target: Auto Intenders/Enthusiasts

Consumers still have automotive needs, whether it's due to lease expiration or service issues – or having more time on their hands. They're also more open to virtual tours, online purchasing, house calls and incentives.

SOLUTIONS:

- 200,000 audience **targeted display impressions** on SunSentinel.com, the display network and/or Facebook
- 50,000 geotargeted **multiscreen OTT impressions**, including Connected TV and streaming
- 50,000 audience targeted **YouTube TrueView** video ads

Optional: 3 Turnkey Branded Content articles promoted with 250,000 SunSentinel.com impressions each for \$12,750 total.

Example: Is now a good time to buy a new car?



AUTOMOTIVE LOCAL

Timing: 30 Days

Investment: \$4,700

Savings: 25%

Geotarget: Local

Audience Target: Auto Intenders/Enthusiasts

Consumers still have automotive needs, whether it's due to lease expiration or service issues – or having more time on their hands. They're also more open to virtual tours, online purchasing, house calls and incentives.

SOLUTIONS :

- 100,000 **geotargeted display impressions** on SunSentinel.com, the display network and/or Facebook
- 100,000 audience- or geotargeted **emails**
- 50,000 geotargeted SunSentinel.com **pre-roll video** impressions



ABC: ALWAYS BE CONNECTING

Keep two sets of prospects in mind: The ones who can buy now, and the ones who will later.

For the ones who can buy now, be clear about your value proposition.

For the ones who will buy later, leverage promotions, content and digital channels (email, social media) to activate/engage them now.



TURNKEY INTERACTIVE CONTENT

Timing: 30 Days

Investment: \$5,000

Engage with your target audience in a new way by highlighting your products and services with a turnkey interactive piece of content designed to bring you leads.

Elements:

- Personalized interactive content landing page hosted on SunSentinel.com
- Advertising distribution or equivalent for contest promotion
 - Custom, targeted **ebblast** to 100K emails
 - 100K **impressions** on SunSentinel.com
 - **Social media** ad campaign
- All users who participate will receive a bounce-back offer (a promo or coupon code to use now or in the future), and a grand prize winner can receive a larger prize.*
- Advertiser to receive an excel file with data received from program participants upon completion of the Sweepstakes. Information will include email address of participants and 1-2 questions supplied by the advertiser (i.e: Name, location).

*Advertiser to supply prize(s)



*Mocks for visual purposes only

GET AHEAD WITH CONTENT

BE A THOUGHT-STARTER



Auto:

Enter to Win Gas Card – Auto Sweepstakes
(suggested prize : \$500 Gas Card)

[Travel Photo Contest](#) (suggested prize : \$500 service certificate to get road trip ready)

- Is it safe to get in a friend's car right now?
- What to do before you get in any car that isn't your own.
- Is now a good time to buy a new car?
- Best way to shop for cars online
- How to sanitize the inside of your car without ruining the interior

OUR WORK

Client

Automotive retailer with new and used vehicles, dedicated sales staff and trained technicians

Goal

This auto dealer wanted to grow its email database with only the most-qualified prospects.

Our Strategy

A custom quiz was built for them that focused on segmenting their customers. But not everyone wants to enter their info for a quiz. The solution? Incorporate a sweepstakes!


Those who shared their info were entered to win prizes. And to further incentivize in-store traffic, the custom Thank You page offered a free car wash to encourage immediate action.



EXAMPLES

Hendrick
Honda
POMPANNO BEACH

New Inventory Pre-Owned Inventory Finance & Specials Service & Parts About Us



WE'RE OPEN

No-Contact Guest Experience
Pick-Up and Delivery Available

A Message from Mr. Hendrick

Car Buying Made Simple

Sheehan Express

100% Online - Home Delivery - No Hassle

START SHOPPING



SHEEHAN CADILLAC

Lexus of Palm Beach
March 26

✓ Available in our service department! AutoNation is the exclusive provider of the Clorox® Total 360® Disinfectant Cleaner in the automotive space.

The AutoNation Clorox® Total 360® Disinfectant Cleaner is EPA registered to kill 44 organisms including cold+ and flu viruses, coronaviruses, norovirus, E. coli, & salmonella.

Schedule your appointment to sanitize the inside of your vehicle:
<http://ms.spr.ly/6180TdiDo>

+Rhinovirus
Clorox® Total 360® Disinfectant Cleaner is eligible to be used against coronavirus causing COVID-19 based on the EPA's Emerging Viral Pathogen Guidance.

PrecisionCare
Powered by

CLOROX TOTAL 360



ARRIGO
AUTOMOTIVE GROUP

Better Days Are Ahead...
WE'RE OPEN
AND HERE TO HELP YOU
LET'S DRIVE FORWARD TOGETHER

UNPRECEDENTED SAVINGS **3700 NEW VEHICLES!**

AS LOW AS **0% APR** FINANCING UP TO **84 MONTHS**
WITH NO PAYMENTS FOR 90 DAYS

NEW 2020 COMPASS LIMITED \$70	SALES AND SERVICE IS OPEN	NEW 2020 GRAND CHEROKEE LIMITED \$90
NEW 2020 WRANGLER SPORT 4X4 \$127	ONLINE BUYING	NEW 2020 GLADIATOR SPORT 4X4 \$139
NEW 2020 RAM 1500 BIG HORN \$180	HOME DELIVERY	NEW 2020 CHALLENGER R/T \$185

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4 THINGS YOU CAN DO RIGHT NOW

1. **BOLSTER BRAND PERCEPTION**

Most consumers believe automakers lack transparency. This is an opportunity for auto dealers to provide a comprehensive breakdown of vehicle pricing.

2. **PROACTIVE OUTREACH BUILDS LOYALTY**

As consumers are holding on to vehicles longer during economic and health uncertainty, proactive communication to current vehicle owners on payment plans or incentives on vehicle maintenance or repairs will be remembered.

3. **ADDRESS HEALTH-SAFETY CONCERNS**

Consumers may question the cleanliness of the vehicles (i.e., test drives), as well as the dealership and storefront. Communicate how vehicles, CPO and inventory are sanitized.

4. **RAMP UP DIGITAL AND HOME DELIVERY**

There is an increased desire for more digital services and home-delivery options. Most dealers are ramping up their digital retailing capabilities, such as online financing, online estimates for trade-ins, online chat options and local home delivery of vehicles.

THANK YOU

If you have any questions, please contact:

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