

# AUTOMOTIVE DRIVING YOUR BUSINESS FORWARD



## FAST FACTS<sup>1</sup>

**62%** Consumers cited TV as Strongest Driver of Awareness

**50%** Consumers cited TV ads leading them to consider a product

**55%** Consumers cited TV as what Drives their Interest

**65%** Consumers reported TV Ads Influenced Online Searches

Source:

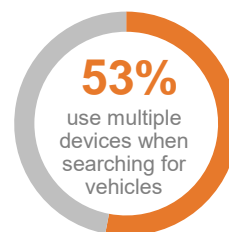
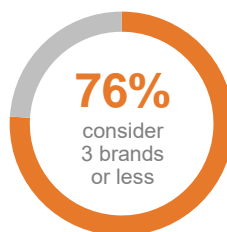
<sup>1</sup>TVB (by GfK) Purchase Funnel 2018 Study

<sup>2</sup>VAB: Start Your Engines: TV Accelerates Automotive Buyers' Path to Purchase (2016); The 2017 "Car Buyer Journey" Study: IHS Automotive-driven by POLK & AutoTrader.com

<sup>3</sup>Activate Analysis; Activate 2016 Consumer Tech & Media Research Study; comScore, eMarketer, Gallup, GWI, IAB, National Sleep Foundation, Nielsen, Pew Research & U.S. Bureau of Labor Statistics

## CAR BUYING HAS CHANGED

The state of car buying has become more complex than ever before, making your advertising strategy more critical in driving new business. Buyers are shopping less brands, making decisions faster, and viewing more screens<sup>2</sup>:



## WE WATCH A LOT OF VIDEOS<sup>3</sup>

Today, adults 18+ are on average spending almost the same time each day watching videos as they do working and sleeping.



**7:06**  
Sleep



**5:13**  
Work



**5:05**  
Watch Videos

## VIDEO DRIVES DEMAND

A strong advertising strategy factors in both Demand Creation and Demand Fulfillment. If you are just focused on Demand Fulfillment, you are missing on 2/3 of your intended audience.

- Use TV everywhere to **Create Demand** and **Fill Your Funnel**
- **Brand your Business** through Premium Video so when consumers are ready to purchase, they **buy from you!**

## THE SPOTLIGHT DIFFERENCE

Comcast Spotlight connects your business with the right audience everywhere and every way they watch Premium Programming.

We have the Tools for you to:

- Reach New Potential Customers
- Reach Effectively
- Reach Across Devices
- Reach Efficiently