

DEALER INSIGHTS TO KEEP YOU DRIVING FORWARD

As auto brands face reinvented sales and service models along with revenue, inventory and staffing concerns, it's only natural that many dealers consider suspending or reducing their marketing and advertising during times of crisis. However, the data reveals this to be a counterproductive strategy.

TV Viewing Remains Strong¹

More than ever, viewers are relying on Comcast's products for critical information as well as levity and entertainment – across all screens.

- In the past week, viewing in Comcast HHs is up **+8%** over the same time period last year.
- VOD viewing is seeing the biggest increase at **+19%**, while live viewing is up **+6%**.
- Cable News networks are up **+88%**.
- Daytime viewing (9a-4p) is up **+19%**.

Stay Consistent in a Down Market²

Businesses that continue to advertise in a down market can increase their market share up to **4x faster** than in a normal economy.

Increased Advertising Can Accelerate Share²

An spend increase up to **28%** can gain market share **2x faster** than those who decrease spend. A spend increase up to **50%** can gain market share **7x faster**.

Now More than Ever – Messaging Matters³

Messages that reinforce emotional connection with the brand and demonstrate empathy are vital. Consumers are responding favorably to brands focused on comfort, stability, safety and endurance.

Fast Facts

-20% 

When our Advertisers go off air, their total search and direct website visitation dropped an average of 20% compared to when they were advertising on TV⁴

+22% 

Increase in immediate visitor lift to Dealership websites in the last two weeks of March, suggesting increased viewing hours are beginning to generate activity⁴

Source 1: Comcast Viewership Data – National Footprint, 4/6/20 through 4/12/20 vs. same period one year ago.

Source 2: Research on Advertising in a Recession: Journal of Advertising Research. 2009. Kantar. How brands can survive the COVID-19 crisis. March 2020. Forbes. "When a Recession Comes, Don't Stop Advertising." 9/6/19.

Source 3: MediaPost Marketing Daily: Automotive – Ford, Hyundai Tops in COVID-19 Marketing, 4/1/20

Source 4: Instant Impact Analysis of 1Q 2020 campaigns provided & produced by TVSquared