



AN UNCOMMON SENSE OF THE CONSUMER™

LOCAL BROADCAST AD CAMPAIGN DRIVES CONSUMER ENGAGEMENT FOR AUTO DEALER

UTAH BROADCASTERS ASSOCIATION RESEARCH GOAL

Demonstrate the effectiveness of how a combined local TV and Radio campaign could positively impact brand awareness, brand favorability, and drive purchase intent

CAMPAIGN DETAILS

ADVERTISER:

Ken Garff Automotive Group – Regional Auto Group with sales over \$1.5 billion

GOAL:

Increase Brand Awareness & Drive Sales

SUMMARY:

Ken Garff Automotive ran a combined local TV & Radio campaign in the Salt Lake City DMA in order to reach potential car buyers or leasers ages 18+. NIELSEN CAMPAIGN EFFECT was used to measure brand awareness, favorability, recommendation and purchase intent against the targeted consumer.

RESULTS:

The local advertiser learned that TV & RADIO was an effective medium for branding and driving potential sales impact across a variety of key performance metrics for the auto vertical.

WHY KEN GARFF AUTO CHOSE LOCAL TV & RADIO

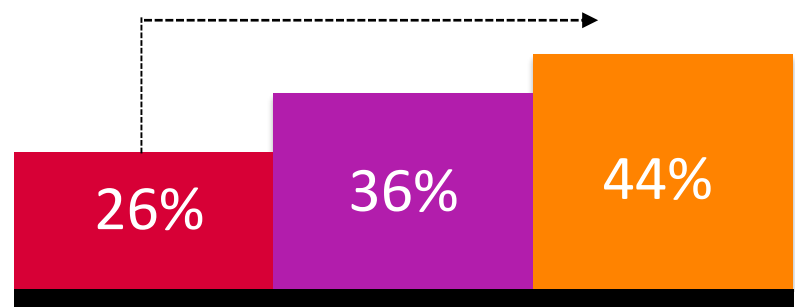
Utah Broadcasters Association in collaboration with Salt Lake City TV and Radio broadcasters worked to showcase the power of local advertising. In a very competitive auto market, Ken Garff needed to engage buyers across the entire sales funnel & select an ad strategy that would most effectively reach their consumer segment.

Nielsen Campaign Effect was used to measure whether automotive buyers or leasers who tuned into a Ken Garff ad on TV or Radio station were more engaged than consumers who had not heard or seen the advertisement.

Overall the results of the analysis showed that the power of local TV and radio advertising was unquestionable for Ken Garff Automotive Group.

AFTER EXPOSURE TO BOTH LOCAL TV & RADIO ADS, CONSUMERS WERE MORE LIKELY TO CONSIDER KEN GARFF

PURCHASE CONSIDERATION INCREASED 70%



■ CONTROL ■ EXPOSED TV OR RADIO ■ EXPOSED TV AND RADIO

USING CAMPAIGN MEASUREMENT ALLOWS ADVERTISERS TO UNDERSTAND THE TRUE EFFECT OF THEIR ADVERTISING AND SELECT MEDIUMS THAT BEST REACH THEIR CONSUMER SEGMENT

“The results of the Nielsen survey showed our local car dealership how persuasive their advertising can be to consumers, proving that TV advertising drives consumer engagement.” – Tim Ermish, GM KSTU

“The strengths and benefits of broadcast TV and radio clearly show that traditional broadcast media is an influential advertising medium which drive awareness, consideration and favorability of a business.” – Kent Crawford, GM KUTV

CRITICAL INSIGHTS

AMONG POTENTIAL AUTO BUYERS OR LEASERS WHO HEARD AND SAW THE LOCAL TV & RADIO CAMPAIGN

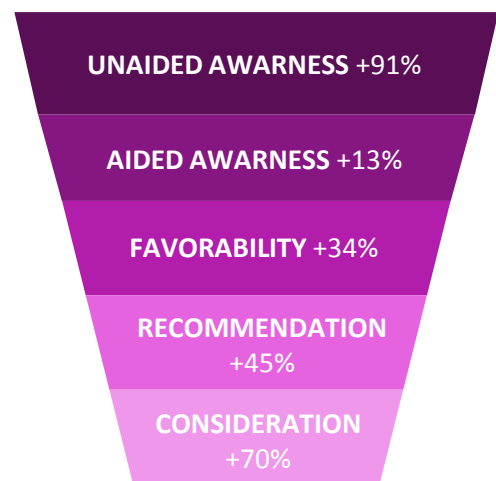
TOP 5 KEY FINDINGS

- 1 SIGNIFICANTLY INCREASED AWARENESS AND CONSIDERATION
- 2 DROVE FAVORABILITY FOR KEN GARFF AUTO
- 3 PURCHASE CONSIDERATION SIGNIFICANTLY INCREASED
- 4 TV ADVERTISING COMPLEMENTED RADIO ADS
- 5 GAINED SIGNIFICANT INSIGHTS ON AD CREATIVE

LOCAL TV & RADIO ADVERTISING POSITIVELY IMPACTS

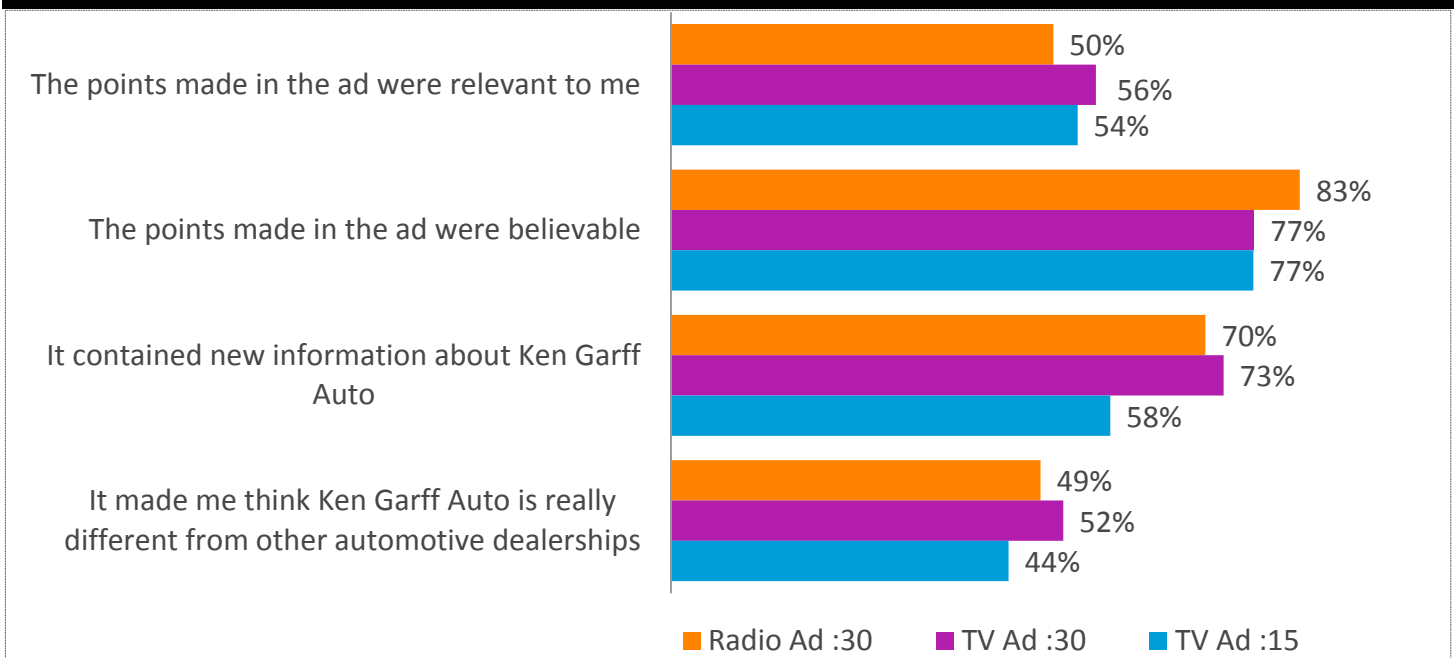
ALL POINTS ON THE PURCHASE FUNNEL

Compared to non-exposed consumers exposed were: More Aware, More Favorable, More Likely to Recommend, and More Likely to Shop At Ken Garff Auto.



RADIO AND TV ADS WORK WELL TOGETHER

HALF OR MORE OF THE AUDIENCE CONSIDERED THE ADS RELEVANT AND BELIEVABLE



Source: Nielsen 2015 Salt Lake City Campaign Effect, Survey Oct 23 – Nov 4, 2015, Exposed n=698, Control n=106
Copyright © 2016 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.

For more information contact your Nielsen Representative