

Dashboard

Putting you in the driver's seat on social

01



“
**BECAUSE IN
A SPLIT SECOND,
IT’S GONE.**”

Ayrton Senna

There is no doubt that technology, the internet, and social media have radically transformed the way our entire society functions.

With the digital landscape changing at breakneck speed, it's more important than ever to keep moving - to know exactly what changes are happening and how they affect you and your company.

This is why we're here: to help you stay in the driver's seat through improved consumer understanding and regular updates of key industry stories and trends.



Head of Pulsar Research

About this MAGAZINE

The following magazine aims to provide car brands with an understanding of the current online landscape, specific insights on car models and on car audiences.

It examines Fortune 500's top 10 auto brands by revenue across the UK, Germany, France, Spain and Italy.

All data and insights are derived through our automotive tracker which we set up in our proprietary audience intelligence software Pulsar.

Created in collaboration with industry experts, our tracker uses the latest machine learning technologies to track key attributes in real-time and identify the big data signals that correspond with shifts in brand equity.

Our Pulsar automotive tracker is available as a subscription, giving you immediate insights into your industry as well as regular reports from our team of analysts.

About PULSAR

Pulsar is the next generation social listening platform that's taking audience intelligence to a whole new level.

Pulsar goes beyond keyword-tracking and text-mining; allowing you to map brand audiences and track how content spreads. Pulsar uses cutting-edge data science and image analysis on premium data sources.

There are three products currently available on the Pulsar Platform: TRAC for social media listening, CORE for own channel analytics, and FLOW for social engagement and customer care.

Our clients include; Facebook, Instagram, Twitter, Tumblr, Spotify, Mazda, Honda, Tesco, Telefonica, Allianz, Publicis and Havas.

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Catch me if you can

Countries show a strong difference in which brand is mentioned most. In Italy however, Audi takes pole position thanks to the viral story of a Swiss-plated RS4 being on the run near Turin.

Audi sets the pace in early 2016

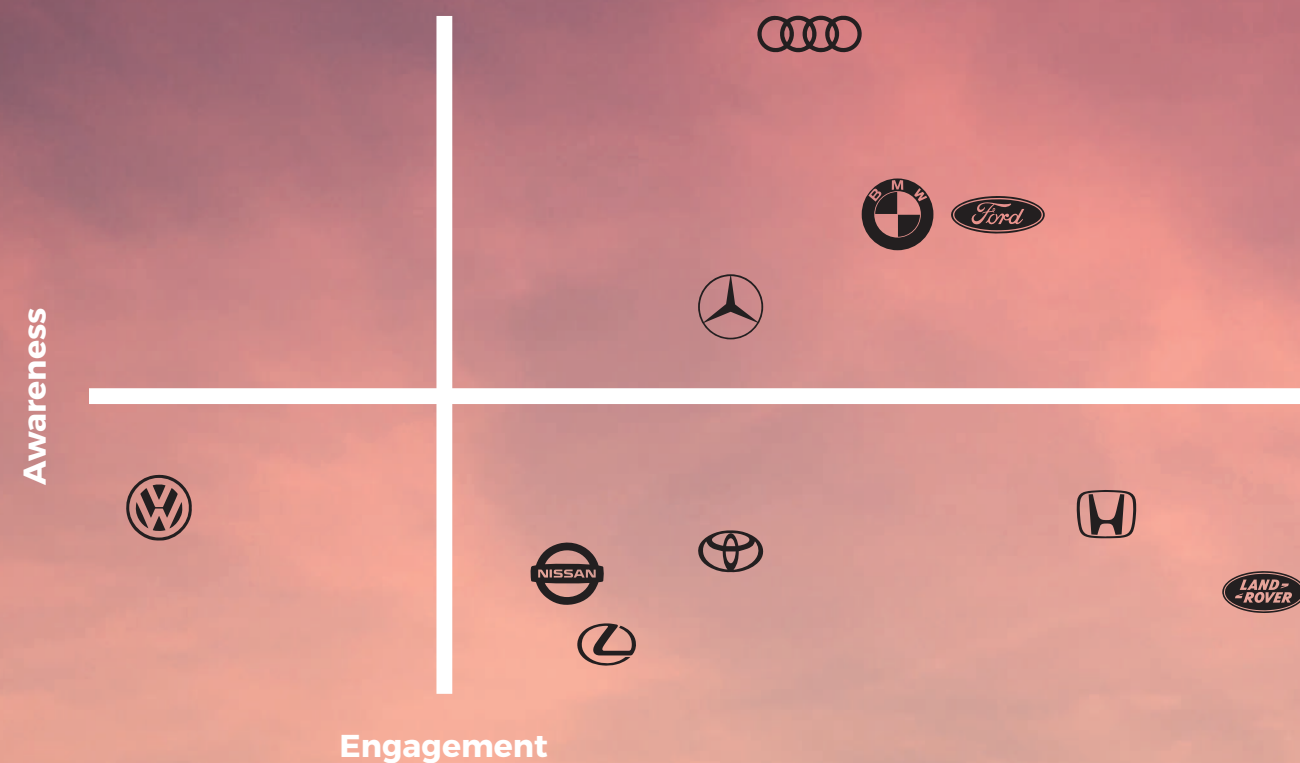


Share of voice [1st Jan - 29th Feb]
Total brand mentions on Twitter, Facebook, Instagram, YouTube, blogs, forums, news and review sites



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“LAND ROVER’S ENGAGEMENT OUTPERFORMS ITS AWARENESS.”



Awareness vs. Engagement [1st Jan - 29th Feb]

Awareness: total brand mentions on Twitter, Facebook, Instagram, YouTube, blogs, forums, news and review sites.

Engagement: measures the proportion of these mentions that are reactions (i.e. shares or comments to original content)

A league within a league

A clear correlation exists between awareness and engagement, giving rise to two clusters. The engagement dimension, shown above, highlights two outliers: Volkswagen, which people are reluctant to be associated with due to Dieselgate, and Land Rover, which outperforms its awareness as the discontinuation of the iconic Defender generates an outpouring of nostalgia.



Social media sentiment [1st Jan - 29th Feb]

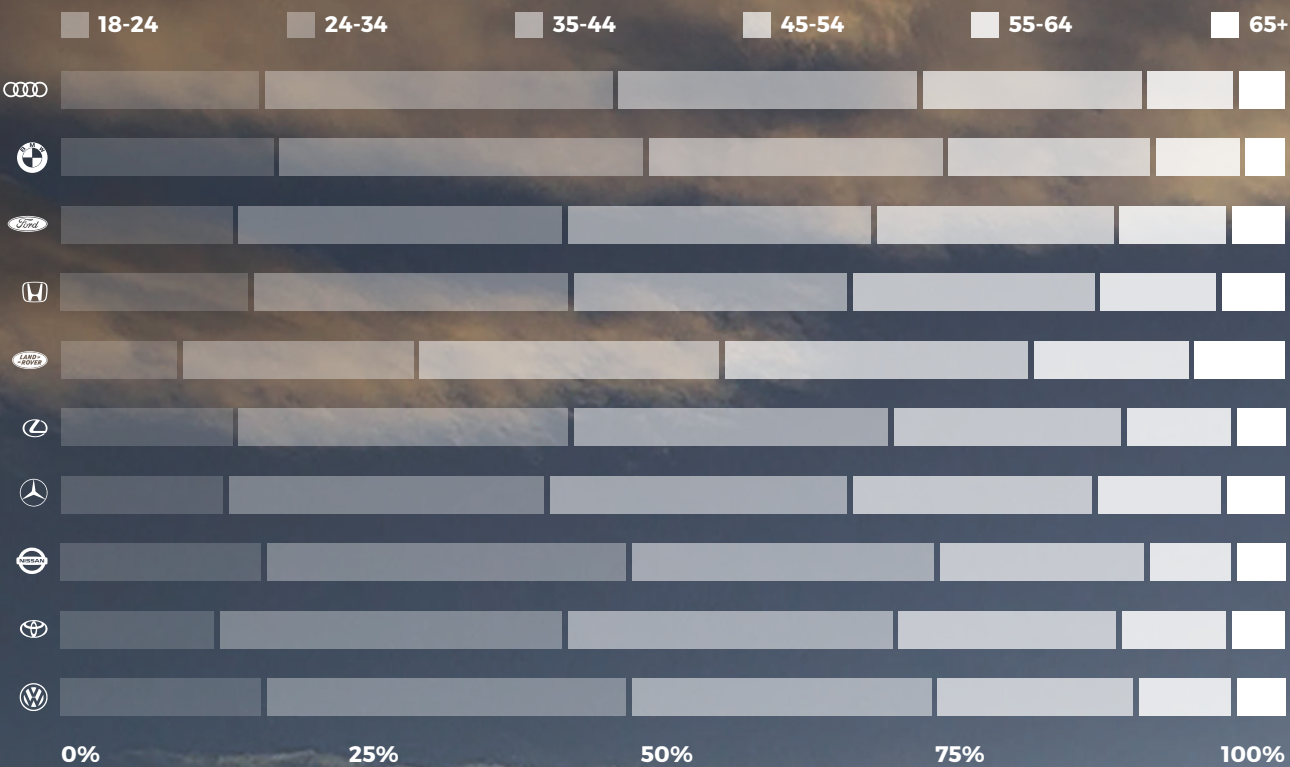
Based on automated sentiment coding

Dieselgate haunts VW

The hangover from last year's #dieselgate scandal continues to hamper perceptions of VW, with the Teutonic behemoth recording the lowest sentiment balance during the period monitored.

Car buzz is a young man’s game

Within car conversation, the 25-34 cohort is the most prominent; being populated by those starting to earn the money to buy their car of choice. This group is closely followed by the 35-44 age group, indicating that car conversation is the domain of a younger audience.

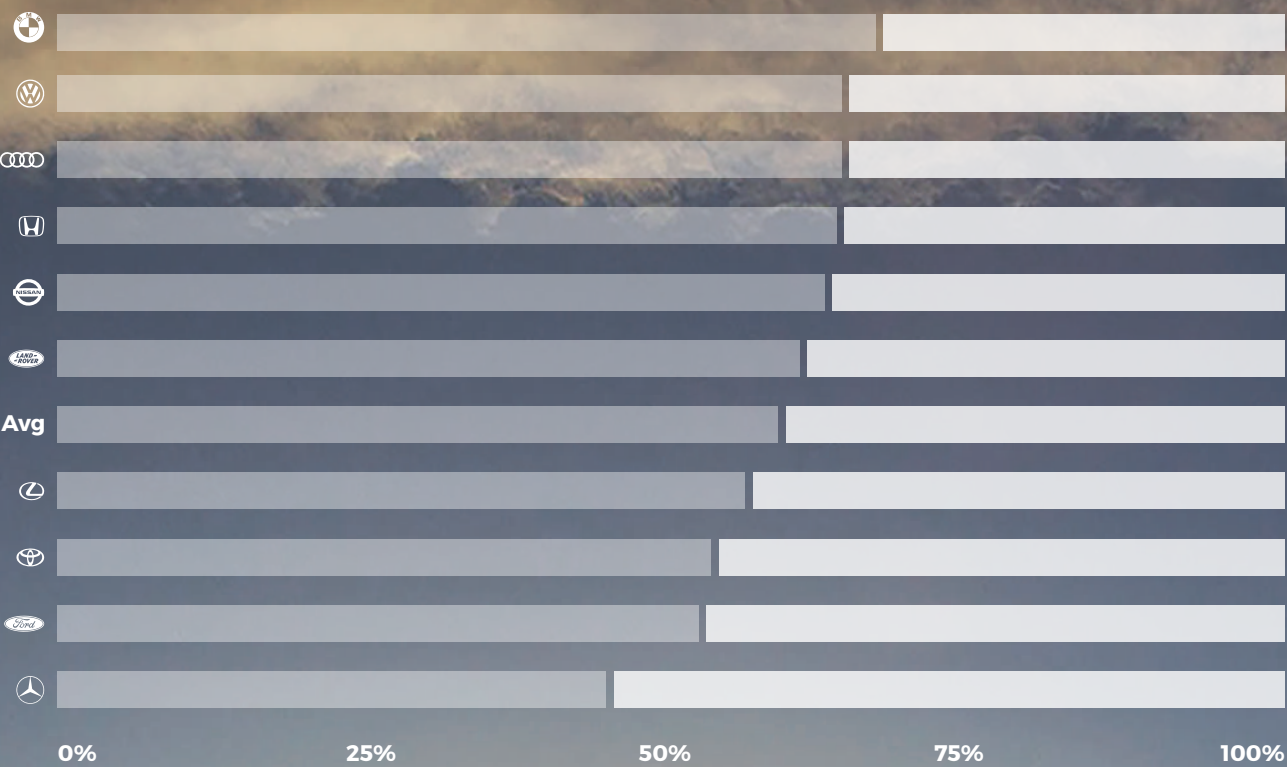


Age breakdown by brands [1st Jan - 29th Feb]
Age groups discussing each brand on Twitter, Facebook, Instagram, YouTube, blogs, forums, news and review sites

With most of the brands following the wider age trend, Land Rover has the strongest older presence – as the 45-54 year audience fondly reminisce the discontinued Defender. Premium brands Audi and Lexus command the middle-aged audience, which has typically amassed the requisite wealth to shop in the higher-end.

Mercedes leverages on lifestyle with women

The overall industry audience is almost 60% male, as reflected in 9 of the 10 brands having a greater proportion of men than women discussing them. BMW, VW, Audi and Honda have the most prominent male audiences.



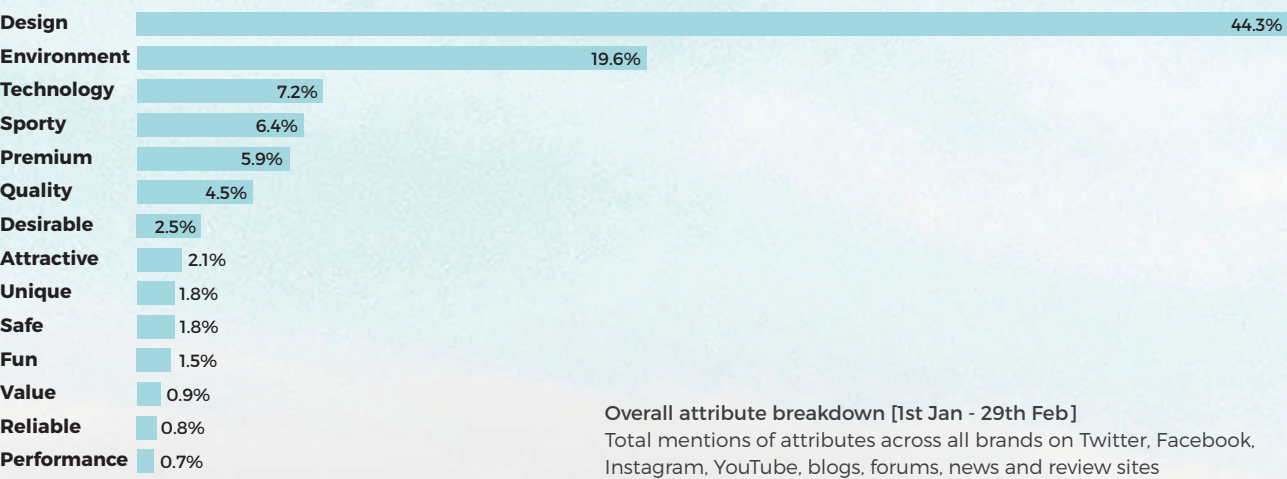
Gender breakdown by brands [1st Jan - 29th Feb]
Genders discussing each brand on Twitter, Facebook, Instagram, YouTube, blogs, forums, news and review sites

Mercedes is the sole brand for which female conversation outnumbers that of male, with a key role played by its sponsorship of fashion weeks across the globe – a prime example of a car company successfully entering the lifestyle market.

“THE OVERALL AUDIENCE IS ALMOST 60% MALE.”



Looks matter...



With the exception of environment, online consumer discussion is driven by excitement instead of practicality. Design, technology, sport and premium features rate highly compared to value, reliability and performance.

Design is far and away the most-discussed attribute across the ten brands, with nearly half of all volumes focusing on car aesthetics. Unsurprisingly, image-sharing is popular around that topic. The presence of the environment comes as no surprise, being the topic du jour in the industry following #dieselgate

...But for some brands, beauty isn't just skin-deep

Nissan and Toyota are the only two for whom design doesn't rank first, as the environmentally-conscious Prius and Leaf models are widely-discussed.

	Sporty	Reliable	Value	Fun	Safe	Attractive	Quality	Design	Technology	Performance	Desirable	Unique	Premium	Environment
Audi	7%	0.2%	0.8%	1%	0.9%	0.5%	7%	48%	2%	0.1%	5%	2%	7%	19%
BMW	7%	0.7%	2%	1%	1%	0.7%	5%	35%	24%	0.1%	3%	2%	8%	11%
Ford	9%	0.7%	1%	2%	1%	0.8%	3%	42%	29%	0.1%	4%	3%	4%	0.3%
Honda	16%	2%	2%	3%	3%	1%	3%	40%	2%	1%	2%	3%	3%	18%
Land Rover	3%	2%	0.6%	2%	0.6%	12%	1%	60%	6%	0.0%	3%	3%	5%	1%
Lotus	2%	0.3%	0.3%	2%	4%	1%	6%	51%	2%	4%	2%	0.7%	14%	10%
Mercedes	5%	0.4%	0.6%	1%	1%	0.2%	10%	59%	1%	0.0%	4%	3%	10%	4%
Nissan	4%	0.1%	0.7%	0.6%	2%	0.5%	3%	30%	1%	1%	1%	0.9%	4%	51%
Toyota	9%	0.7%	0.5%	1%	3%	0.6%	1%	22%	1%	0.1%	0.7%	0.5%	2%	58%
VW	4%	0.2%	0.9%	0.3%	0.7%	4%	4%	54%	3%	0.1%	0.7%	0.9%	2%	24%

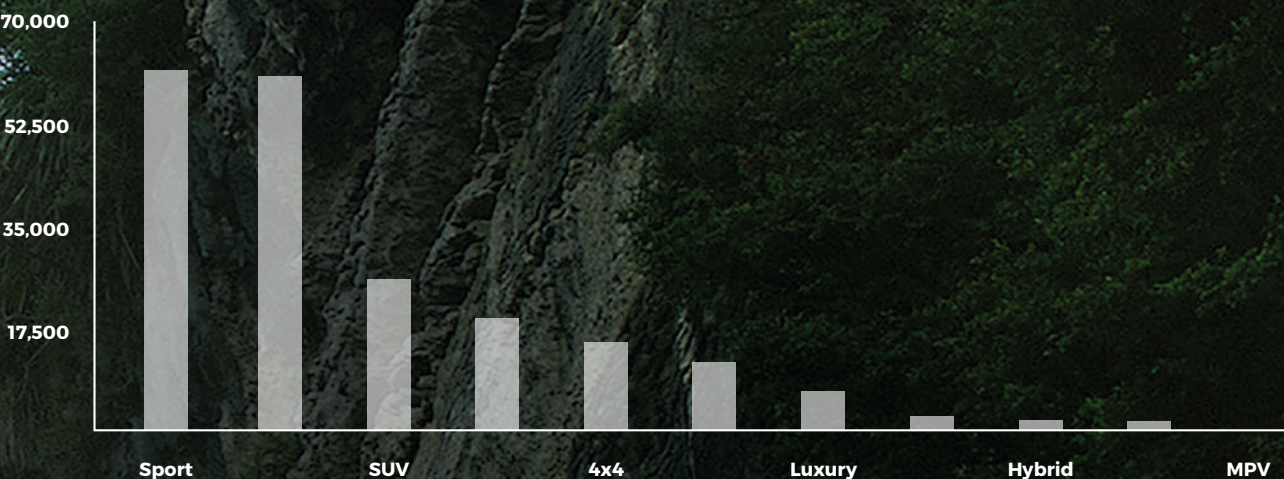
Low association

High association

Attribute breakdown by brand [1st Jan - 29th Feb]

Total mentions of attributes per individual brand on Twitter, Facebook, Instagram, YouTube, blogs, forums, news & review sites

Sports and family cars dominate



Sports cars and family vehicles are discussed the most, showing over twice the volume of conversation as the nearest type – SUVs. The presence of sports cars aligns with prior findings regarding design, whilst the prominent age groups of 25-34 and 35-44 are fertile ground for discussing family vehicles.

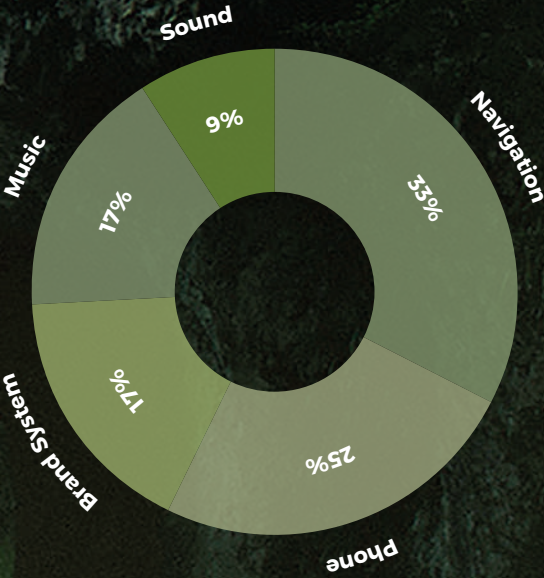
Connected cars illustrate the desire for one-stop shops

With technology evolving and even accelerating, a key theme of discussion observed in the automotive industry is in-car connectivity, or infotainment.

Connected cars are fast becoming standard, and within its conversation, sat-nav is the most buzzed-about subject at almost one-third of volumes.

Linking up smartphones and music are also hot topics and contribute a combined 42% of all infotainment chatter. Their prominence gives an insight into the driver making journeys as close to home life as possible.

Given that sound speakers have been around for some time, it is no surprise that this specific topic lags behind as it is already considered a fait accompli.



In-car connectivity features breakdown [1st Jan - 29th Feb]

Total mentions of auto infotainment features across all brands on Twitter, Facebook, Instagram, YouTube, blogs, forums, news and review sites

Consumers also express a desire online to have a one-stop, easy-to-use brand system. The likes of Android Auto and Apple Car Play systems are oft-mentioned in aspirational tones within this particular thread of conversation.



Carrie Bantz is a Research Executive at Pulsar. She has pursued a career that allows her to discover how people communicate their needs and desires in a globalised media landscape. Having been introduced to consumer insights research methods at a large advertising agency in New York, she continues to use qualitative research and social intelligence practices to discover trends in conversations that reveal a previously unexplored social insight. In this article, Carrie shares her views on the recent Audi Super Bowl advert.

Audi – using the old to showcase the new during Super Bowl 50

Audi's avid inclusion of aging male protagonists in its Super Bowl spots has served the brand well for the second time in recent history. The "Commander" spot focuses on a retired astronaut, initially appearing depressed and lonely, until his son presents him with an Audi R8. The reaction from the retiree lifts him out of his nostalgic depression, with special attention given to the

vehicle's incredible acceleration feature set against the backdrop of rockets cutting through the sky. Though snarky viewers were baffled by the concept of a car providing emotional well-being to a forlorn geriatric ("This vehicle will change his life and make him forget all about the fact that he too will die one day!"), there's no dispute about the awe inspired by scenes of space travel. Audi's lunar interest has been well-documented, with its showcase of virtual reality showrooms that allow consumers to envision their Audis cruising on the moon, and Audi's entrance into the Google Lunar XPrize competition; Audi's "Lunar Quattro" Moon rover is anticipated to be one of the most formidable competitors in the Google contest.

It's impossible to ignore the relevant celestial themes brought up in the spot's background song, Starman. The use of a Bowie classic less than four weeks after his death is met by a polarised audience. Some consider Starman to be a "perfect" musical choice given the cosmic tableau presented in the song, paired with feelings of grief and sadness brought up when considering Bowie's recent death and the aging astronaut's impending one "Loving Audi's #SuperBowl50 The Commander ad. Nice David Bowie Starman soundtrack too!", was one response. However, other observers deem the use of Starman to be crass and exploitative, particularly in the UK: "Audi using a David Bowie track... that's taking the piss and exploiting a little bit surely".

The intensity of emotion displayed by the most vocal spectators helped propel the "Commander" spot to the top of many "best of" lists for Super Bowl 50's most admired commercials.

Search Engine Watch reported that the spot drove the greatest volume of searches among all brands that featured ads during the game, with a historically high proportion of TV ad-driven searches happening on mobile- up from 70% to 82% year over year.

In defiance of detractors who judge the choice of Bowie's Starman, general audience and industry viewers applaud Audi's messaging around inspirational modes of travel. The unexpected use of an aging man as the spokesperson for Audi's improved acceleration feature makes the "Commander" stand out as one of the most impactful commercials of Super Bowl 50.

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**LOVING AUDI'S
#SUPERBOWL50
'THE COMMANDER'
AD. NICE DAVID
BOWIE 'STARMAN'
SOUNDTRACK TOO!**

@RidgewayGroup

”



We'd love to have you on board.
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