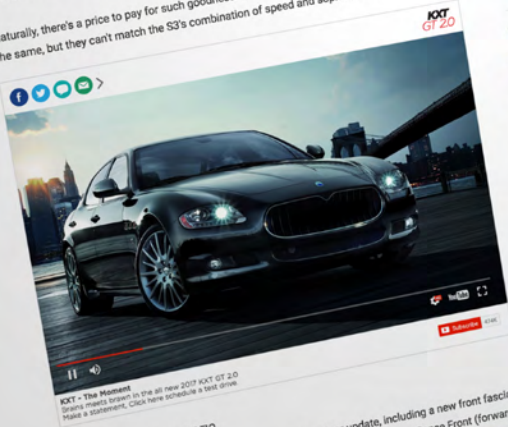


Autotrader



The 2017 Audi S3 is a small premium sedan, but comparatively mighty. This is the sportiest version of the compact Audi A3 (although a 400-horsepower RS3 is scheduled to arrive in 2018). In straight-line acceleration, it nearly matches the larger, more powerful S4. The handling is also impressive, and the interior displays typical Audi excellence.

Naturally, there's a price to pay for such goodness. Some larger, more cosseting sedans cost roughly the same, but they can't match the S3's combination of speed and sophistication.



What's New for 2017?

Like the rest of the A3 range, the S3 has received a minor update, including a new front fascia, revised LED taillights and the inclusion of Audi Pre Sense Basic and Pre Sense Front (forward-



NEW CAR REVIEW

2016 Audi S3: New Car Review

CAR NEWS

The New Audi RS3 Ticks All of My Boxes

NEW CAR REVIEW

2015 Audi S3: New Car Review

See all Audi S3 articles

RESEARCH BY MAKE



RESEARCH BY STYLE



VIRALGAINS

THE AUTO CATALOG

Introduction

According to eMarketer, digital video ad spending for the auto industry is expected to climb to **\$14.4 billion by 2020 — up from \$9.94 billion this year**¹. With constantly improving targeting options and more accountability than ever before, it's clear why auto marketers are embracing this channel.

However, digital video is still somewhat of a new frontier. Marketers are working to keep pace with the ever-evolving space and develop best practices.

Digital video advertising has some similarities to broadcast TV advertising — a mainstay of any auto marketing plan — but it requires some special considerations if marketers want to capitalize on all it has to offer. With the opportunity to target users specifically at their stage in the buyer journey, it's important for auto marketers to not simply repackage TV spots for digital. Since consumers view digital video on both mobile and desktop, it's critical to think holistically about each ad and take the device and ad unit into account to achieve the best user experience. Moreover, given social media's potential for driving purchase intent and awareness for auto, one must also consider how to incorporate the messaging of their video advertising into their social media strategies.

In this catalog, we offer a quick look at some of the Engagement Card solutions we have produced for auto marketers who seek to build a customer journey with video and achieve more leads, sales, and accountability from their marketing.

¹ <https://www.emarketer.com/Article/US-Auto-Industry-Middle-of-Robust-Digital-Ad-Spending-Growth/1014049>



TABLE OF CONTENTS

Solutions for Auto Marketing Campaign Types:

- Branding and Vehicle Launch
- Brand and Model Level Shopping
- Shopper Messaging
- Online Shoppers to Dealer Stores
- Social Expansion

WHY DIGITAL VIDEO FOR AUTO MARKETING?

Similar to broadcast, digital video lets brands use the power of sight, sound, and motion to convey advertising messages — but with more control and accountability.

Digital video empowers you to reach scale, target with precision, and mine data and insights that are deeply relevant and informative.

It meets your needs across all types of campaign goals, from branding to dealership purchases, and even promoting parts and services.

START A TWO-WAY CONVERSATION

Digital video provides the opportunity for marketers to start a two-way conversation with consumers. This interaction offers critical data for campaign optimization and for nurturing consumers through the purchase funnel.

Interactive end cards, or *Engagement Cards*, facilitate this conversation. They allow consumers to give feedback through surveys, lead forms, share buttons, and other immersive experiences. We have found that Engagement Cards produce 44% more clicks than watching a video alone.

Campaign Type: Branding and Vehicle Launch

f t m e >

Jeep

Give us your opinion!

Can you see yourself driving a Jeep Wrangler Sport?

Very Unlikely ★ ★ ★ ★ ★ Very Likely

Submit

Zero Gravity Sales Event
Find new adventures in the new Jeep Wrangler.
Click here find a dealer near you.

Subscribe 474K

MARKETING GOALS:

GENERATE AWARENESS

DRIVE CONSIDERATION

CREATE TWO-WAY
CONVERSATIONS



SOLUTION:

**SENTIMENT SURVEY
ENGAGEMENT CARD**

Promote the right creative for the right audience

For **Branding and Vehicle Launch** campaigns, we suggest targeting your ad campaigns to a broad audience and serving an Engagement Card to gauge the viewer's response to the creative approach. Test multiple creative messages and analyze the audience's reactions to the campaigns to learn more about your target buyers and refine your audience for your next launch.

Key Goals Met:

- Create brand awareness and affinity
- Learn how to target creative to different audiences
- Build audience segments for future targeting, sales events, and social media campaigns

Choose questions for your Engagement Card with a specific goal in mind, such as:

1. Likelihood to purchase a vehicle in the upcoming months
2. Perception of the auto brand's quality
3. Opinion of the auto brand's luxury status

Campaign Type: Brand and Model Level Shopping

The image shows a screenshot of a video advertisement for Volkswagen. At the top left, there are social media sharing icons for Facebook, Twitter, Messenger, and Email, followed by a right-pointing chevron. At the top right is the Volkswagen logo. The main content is a video player showing the interior of a car. A white pop-up overlay is centered on the screen with the text "See our other kid-friendly models" and a close button (X) in the top right corner. Below the text are three car models, each with a play button icon: a white Jetta, a black Tiguan, and a blue Atlas. Below each car image is a blue button with the car's name: "Jetta", "Tiguan", and "Atlas". A mouse cursor is hovering over the "Atlas" button. At the bottom of the video player, there are standard video controls: a pause button, a volume icon, a YouTube logo, and a full-screen icon. Below the video player, there is a text block: "The all-new kid approved Volkswagen CC. Driving the kids around doesn't have to be crazy. Click here see more of our lineup." To the right of this text is a red "Subscribe" button with a play icon and the number "474K".

MARKETING GOAL:

DEVELOP INTENDER
AUDIENCES

ENCOURAGE DEEPER
ENGAGEMENT

CREATE SHOPPER
SEGMENTS



SOLUTION:
VIDEO EXPLORER
ENGAGEMENT CARD

Entice your audience to choose the car that most closely meets their needs

For **Brand and Model Level Shopping**, you can target ad campaigns to a broad audience and serve an Engagement Card to encourage the viewer to watch more videos. Tailor the content to the make/model that they have personally chosen.

Key Goals Met:

- Brand awareness and affinity
- Build a product-specific audience
- Turn paid media into earned media

Segment audiences by product preference, and then retarget those audiences on the open web. Or, you can export the audience to Facebook or your DMP for future targeting.

Campaign Type: Shopper Messaging

Facebook Twitter Messenger Email >

Ford

The All New 2017
F-150

BUILD NOW

Ford

|| 🔊

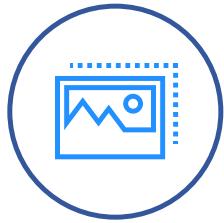
YouTube 474K

This isn't your granddad's pickup.
See the Quality, Craftsmanship & Toughness of the 2017 Ford F-150
Click here build yours.

MARKETING GOALS:

NURTURE LOWER
FUNNEL LEADS

ENCOURAGE
PROSPECTIVE BUYERS



SOLUTION:
RICH MEDIA
ENGAGEMENT CARD

Keep interested consumers in the moment and entice deep engagement with auto purchase decision makers.

To meet your **Shopper Messaging** marketing goals, mimic the activity of your website by adding interactive features to an Engagement Card.

Key Goals Met:

- Generate brand awareness and affinity
- Gain the benefits of a user visiting a dealer site without leaving the original content experience

Build Engagement Cards with a specific action in mind:

- Create a “build your own car” interactive Engagement Card
- Develop a financing calculator that determines monthly payments based on the viewer’s input
- Have viewers choose their own deals based on their needs

Campaign Type: Online Shoppers to Dealer Stores

The screenshot shows a video player interface. At the top left, there are social media sharing icons for Facebook, Twitter, Messenger, and Email, followed by a right-pointing chevron. At the top right is the Toyota logo. The video content features a white Toyota Prius with a semi-transparent white overlay. The overlay contains the text "Ready to change the world?" and three interactive buttons: "Build & Price" (with a car image), "Dealer Location" (with a Toyota logo image), and "Inventory" (with a car lot image). At the bottom of the video player, there are playback controls (pause, volume), a YouTube logo, and a "Subscribe" button with "474K" subscribers. Below the video player, the video title "The Science Behind Hybrid Technology - Toyota Prius" and a link "Click here make a world of difference." are visible.

MARKETING GOALS:

DRIVE FOOT TRAFFIC

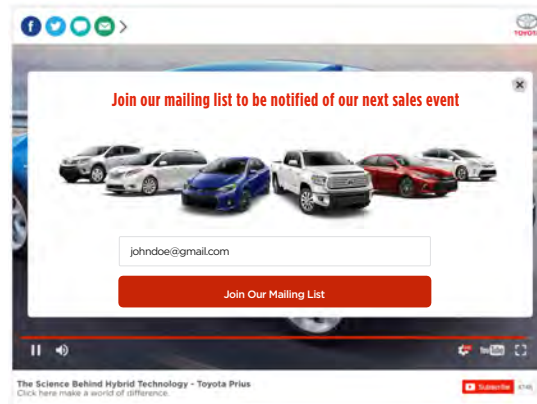
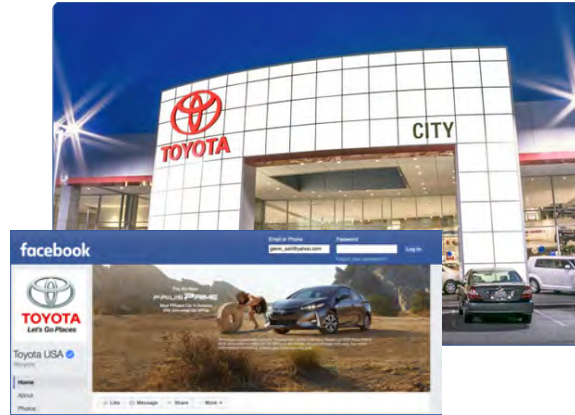
PROVIDE LOCALIZED CALL
TO ACTION

CAPTURE CUSTOMER LEADS



SOLUTION:

SIGN UP/ LEAD CAPTURE ENGAGEMENT CARD



Capture a lead list by evaluating the likeliness to purchase

Allow dealer groups (Tier 2) to **develop shopper lists** by encouraging viewers to identify their local dealership.

These lists can also be used to populate local dealer social media sites by geography.

Key Goals Met:

- Lead Generation
- Social Media Influence Building

Encourage sign-up for test drives

Create **direct shopper lists** and appointment times for specific dealer locations. (Tier 3)

These lists can also be used in email campaigns and other direct marketing strategies.

Key Goals Met:

- Lead Generation

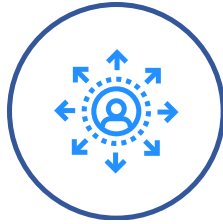
Campaign Type: Social Expansion

The image shows a YouTube video player interface. At the top left, there are icons for Facebook, Twitter, Messenger, and Email, followed by a right-pointing chevron. At the top right is the Chevrolet logo. The video content is a white overlay with a red car in the background. The overlay contains the text "Share this video with your friends!" in red. Below this text is a row of social media sharing icons: Facebook, Twitter (with a mouse cursor over it), LinkedIn, Email, LinkedIn, Tumblr, Google+, Pinterest, SoundCloud, and Reddit. Below the icons is the word "or" in a light gray font. At the bottom of the overlay is a red button with the text "Learn more about the Cruze". At the bottom of the video player, there are standard YouTube controls: a pause button, a volume icon, a settings gear, the YouTube logo, and a full-screen icon. Below the video player, there is a text description: "Introducing the redesigned 2017 Chevrolet Cruze. Click here to learn more about Cruze." and a red "Subscribe" button with "474K" subscribers.

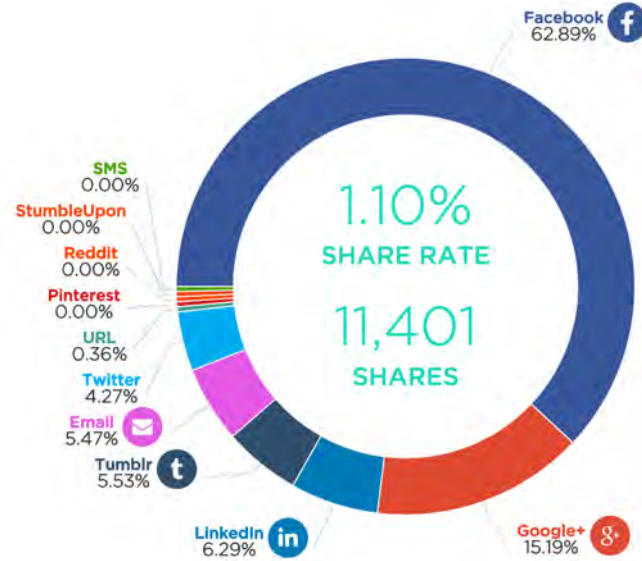
MARKETING GOALS:

BUILD SOCIAL MEDIA AUDIENCES

PROVIDE INFLUENCERS AN EASY PATH TO SHARE



SOLUTION:
SOCIAL SHARE
ENGAGEMENT CARD



Sample results for the Social Sharing Engagement Card

Entice happy customers to share their experiences on social media.

Harness the power of word-of-mouth messaging in a trackable and accountable way.

Create custom social audiences based on sentiment and product preferences.

Provide easy-to-use social share options and continue to build followers on social media outlets.

Key Goals Met:

- Lead Generation
- Social Media Influence Building

Campaign Type: Managing the Mobility & Autonomous Story

Give us your opinion!

How likely are you to sign up for a test drive?

Very Unlikely ★ ★ ★ ★ ★ Very Likely

Submit

Subaru WRX STI - A Drivers Love Story
Unleash your inner rally car driver.
Click here schedule a test drive.

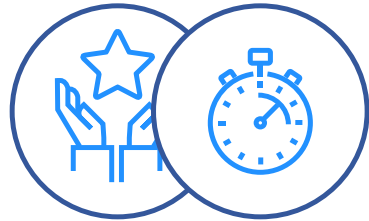
Subscribe 474K

MARKETING GOALS:

PUBLIC RELATIONS

FINDING INFLUENCERS

STORYTELLING



SOLUTION:

SENTIMENT SURVEYS & LONG FORM CREATIVE

Gauge interest and influence thinking around the biggest trends in consumer auto purchasing and experiences.

Manage your **Mobility and Autonomous** messaging strategies. Refine your long form public relations messages while finding auto brand loyalists to share their opinions on auto trends.

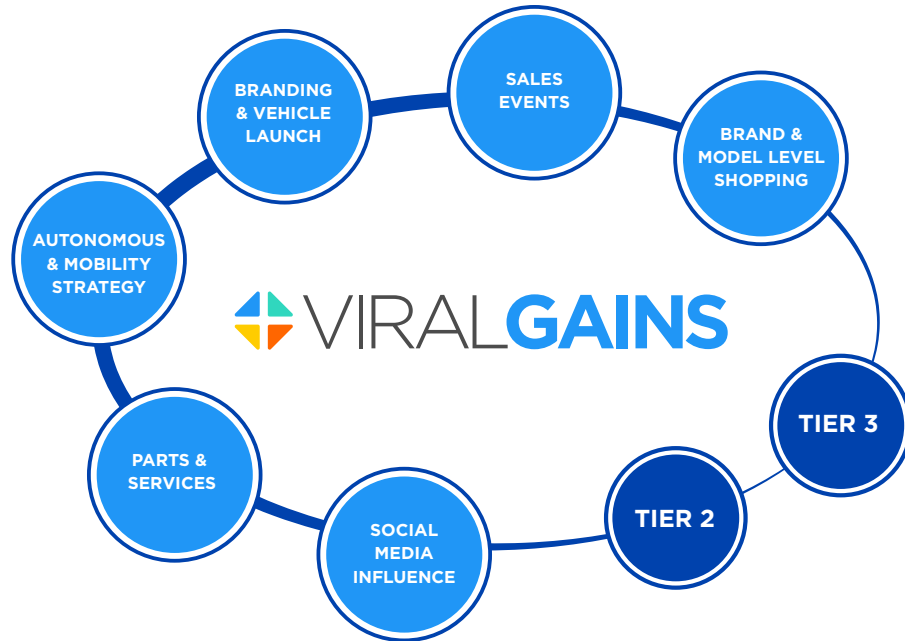
Key Goals Met:

- Influence building
- Test and refine messages

About ViralGains

ViralGains helps both auto manufacturers and dealerships work more efficiently. With the ability to directly drive web traffic through video advertising and develop targeted audiences for remarketing, brands and dealerships alike can see real business value through digital video and complement what's already working on TV.

For more information about creating a digital video strategy for your auto business, contact ViralGains today at hello@viralgains.com or call 800-501-2763.



ViralGains is a video ad journey platform that enables marketers to engage people with relevant brand stories in the contexts that people most favor. Using the platform to engage in a two-way conversation, brands discover exactly what people want — and how they feel — and build a unique journey that connects highly qualified consumers with relevant messages that generate awareness, motivate intent, and impact purchase decisions. ViralGains is headquartered in Boston, with regional offices in Atlanta, Chicago, Detroit, Los Angeles, San Francisco, and New York.