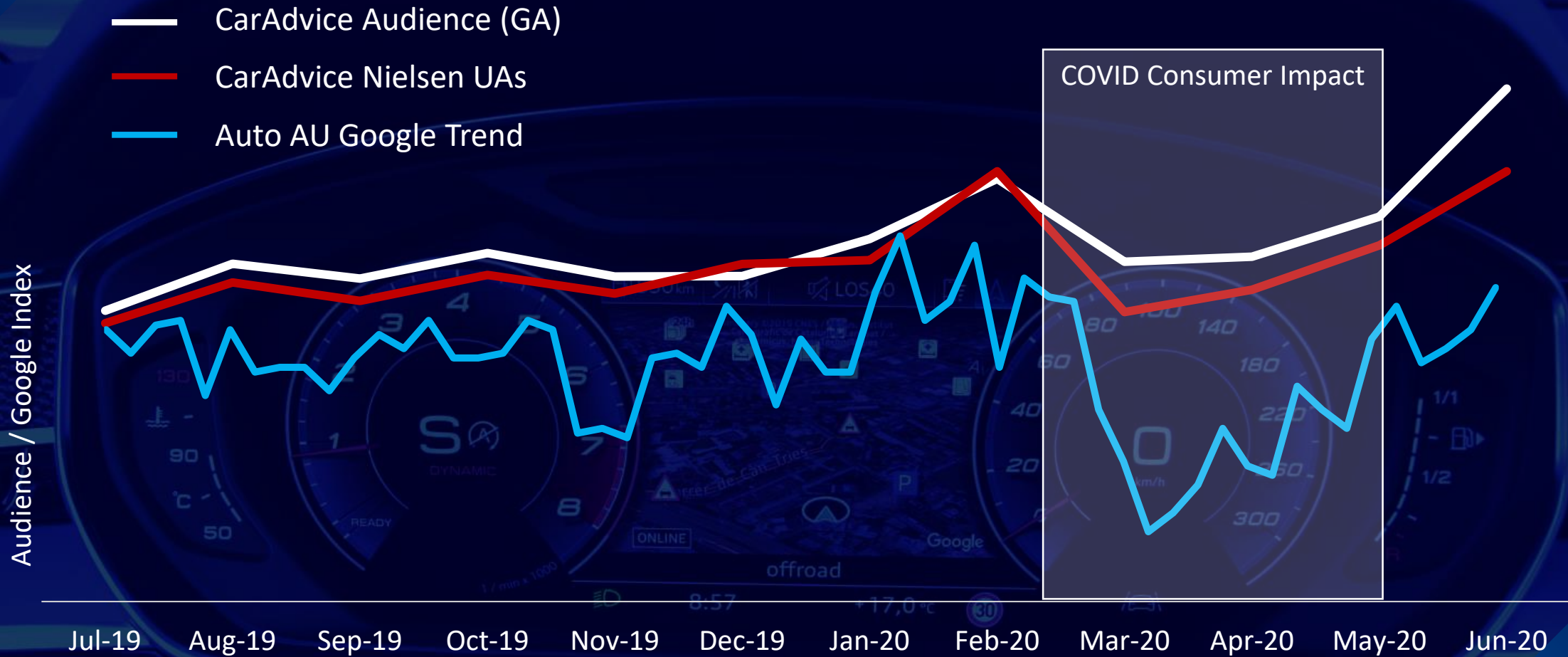


# Drive | CarAdvice

James Ward

# Audience Behaviour in 2020



# Audience insight

- Traffic drop during initial COVID19 period in Autumn largely from organic search
- Building from May-Jul as people re-consume auto content
- Core brands maintained (Toyota, Ford, Hyundai etc)
- Aspirational brands grew (Porsche, Mini, BMW etc) – been a hard year, looking for a reward
- Google Trend Index just now returning to level it was 12m ago

# A Strategic Approach to Content



# Content insight

- Strategic approach to content production – doing more with less
- Analyse data on what is being read / watched / said and purchased
- Engage and respond to the audience
- Maintain a consistent flow of content

## OUTPUTS OF THIS APPROACH

- A shift in consumption at all level
- Consumer decision point has moved from dealers to online. Dealers service the decision.
- Pivot to upper and lower funnel communication – research and decision/validation
- Partners traditional subjective editorial content with objective decision making
- Interactivity key to user engagement
- Communicate from anywhere – desktop / mobile / TV

# Changing Consumer Behaviours

- Consumer decision point has moved online – a shift in consumption at all levels
- Pivot to both upper and lower funnel communication that informs and engages

## Spec Comparisons

	Length (mm)	Width (mm)	Wheelbase (mm)	Wheel track (mm)	Height (mm)
<b>Gladiator Rubicon</b>	5591	1894	3488	1636	1909
<b>LandCruiser 79</b>	5220	1870	3180	1555/1460	1945
<b>Navara Warrior</b>	5385	1920	3150	1600	1895
<b>Ranger Raptor</b>	5560	2028	3220	1710	1873

### Driveline

There's only one non-diesel engine amongst this group. The Jeep Gladiator has a 3.6-litre 'Pentastar' petrol V6 under the bonnet, and if you want a diesel Gladiator, you're fresh outta luck.

Running through an eight-speed ZF automatic gearbox, you've got 209kW at 6400rpm and 347Nm at 4100rpm available.

**4x4 utes are all long by definition, but the longest here is Jeep's new Gladiator at 5591mm.**

## The Virtual Test Drive

**WALK AROUND**  
Discover more about the exterior design

**JUMP IN**  
Step inside the MG HS and look at the interior

MG

caradvice

# Thank you