

AutoNation

2015 Free the Nation Campaign

We are

negia

Where Opportunity Meets Success

Presentation Outline:

Our Objective

Research

Strategy

Creative

Media

ROMI

Added Value

Manifesto



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Objective:

Establish
AutoNation as
preferred
choice among
Generation Y

Increase
Generation Y
total leads
in the Miami
DMA by 30%

Increase
Generation Y
vehicle sales
in the Miami
DMA by 30%

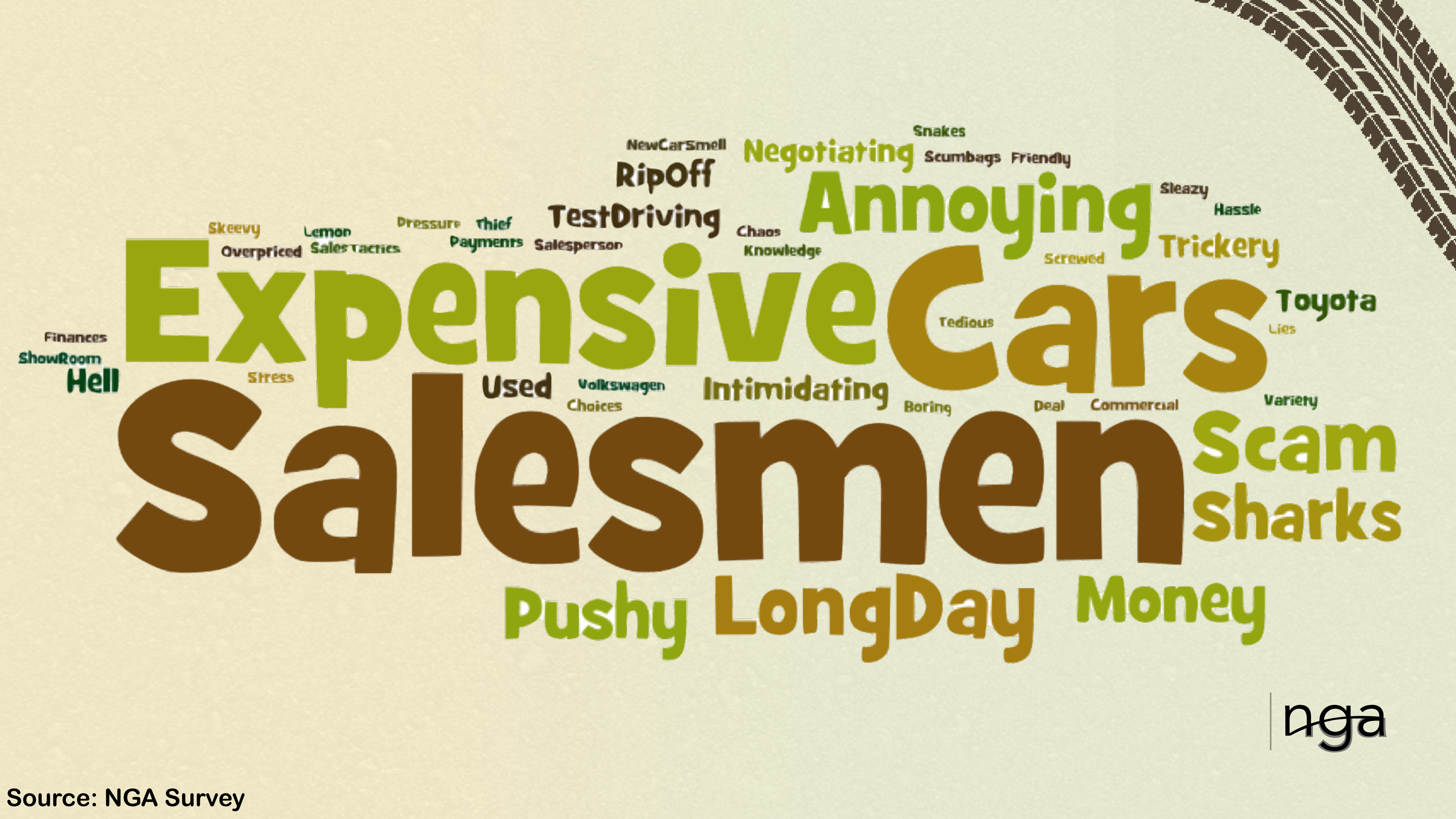


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Research

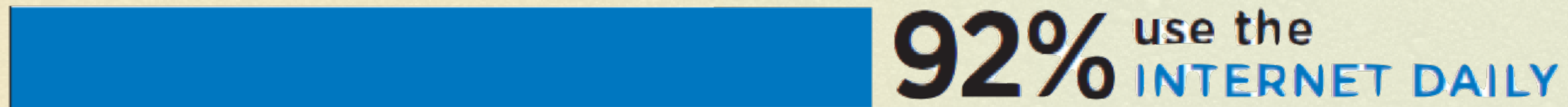
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NewCarSmell Snakes Scumbags Friendly
RipOff Negotiating Sleazy Hassle
TestDriving Annoying Trickery
Skeevy Overpriced Lemon Sales Tactics Pressure Thief Payments Salesperson Chaos Knowledge Screwed Toyota Lies
Expensive Cars
Finances ShowRoom Hell Stress Used Volkswagen Choices Intimidating Boring Deal Commercial Variety Scam Sharks
Salesmen
Pushy LongDay Money

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Millennials are **DIGITAL NATIVES**



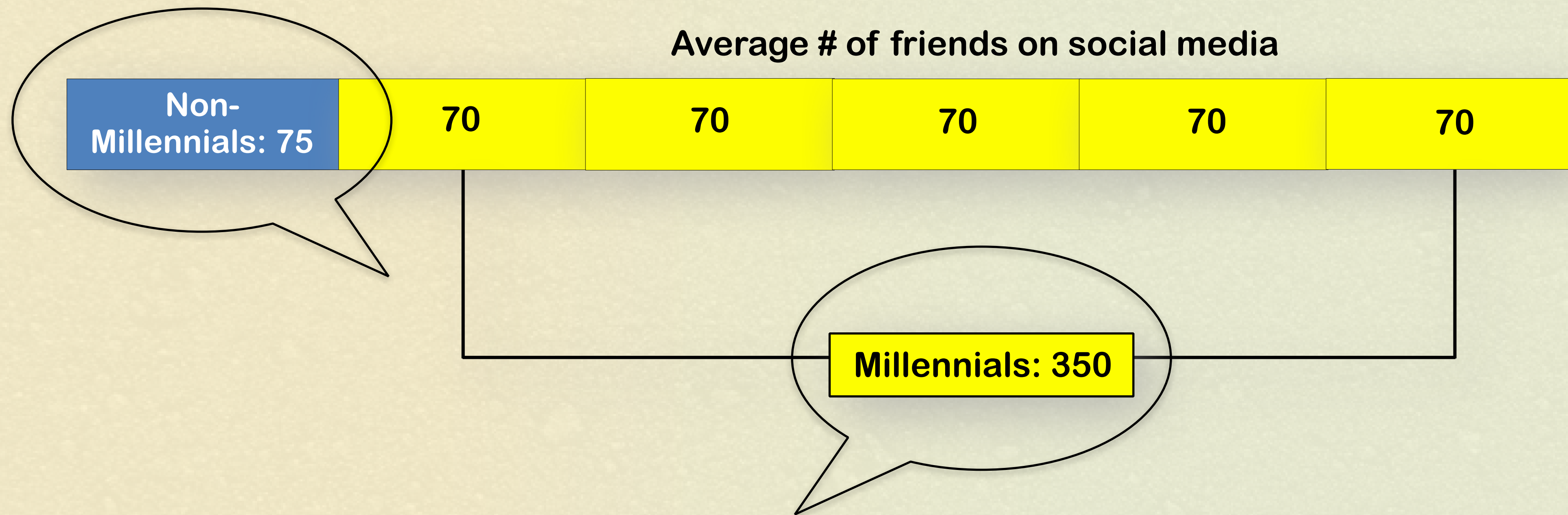
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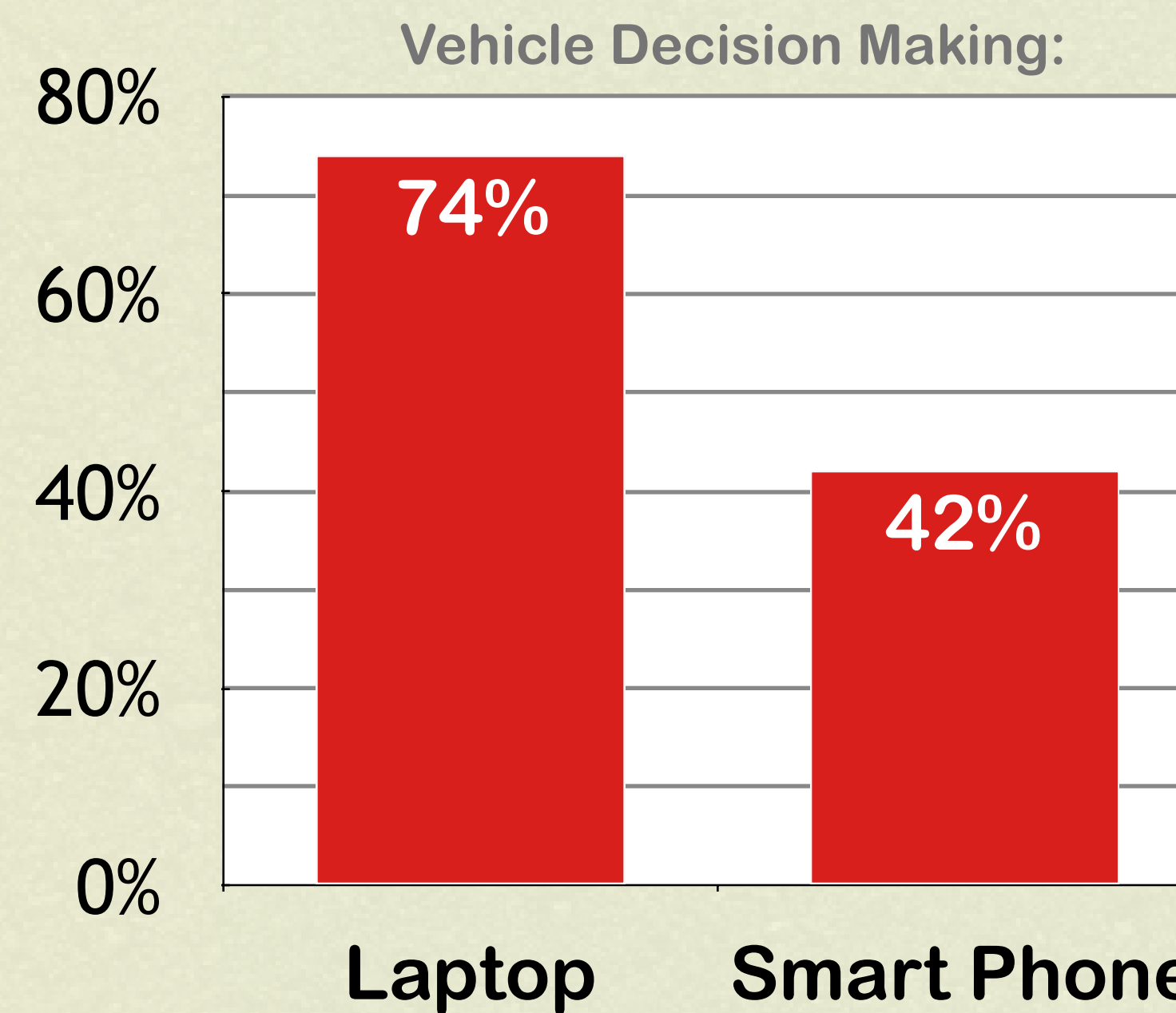
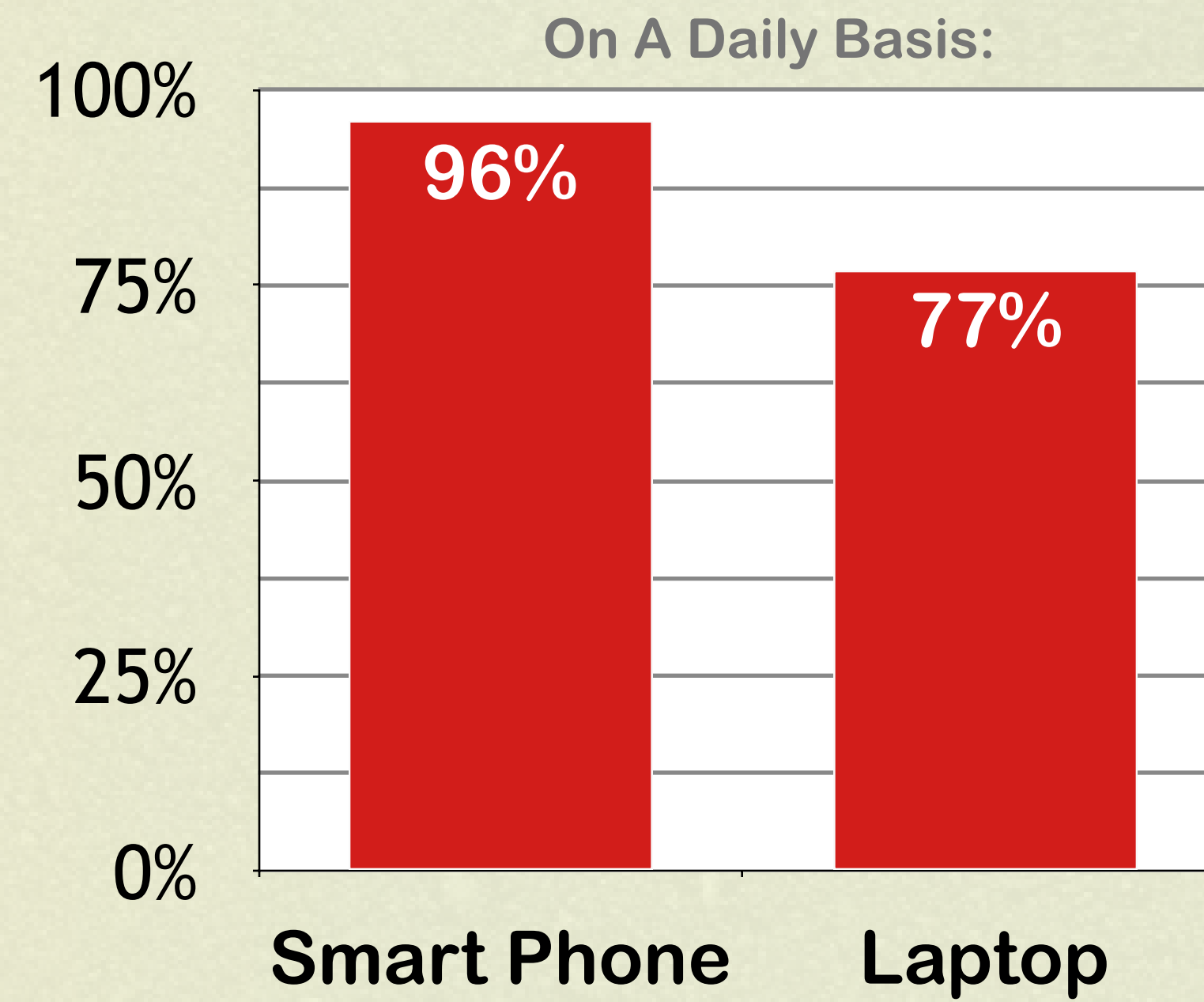


3/4 Global Marketplace

5 Times Larger



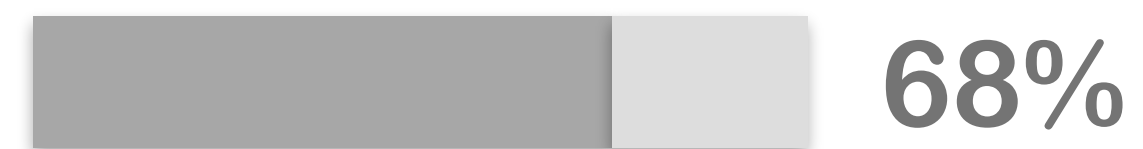
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WE'RE ADDICTED TO CHECKING OUR PHONES



AGE 18-34:



DON'T GO
1 HOUR
WITHOUT CHECKING
THEIR PHONES

43

TIMES PER DAY

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84%

visit social media sites daily
and user generated content
influences what they buy



46%

count on social media
when buying online



41%

have made a purchase
using their smartphones

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On deciding where to purchase a vehicle



85%

millennials would
consult family

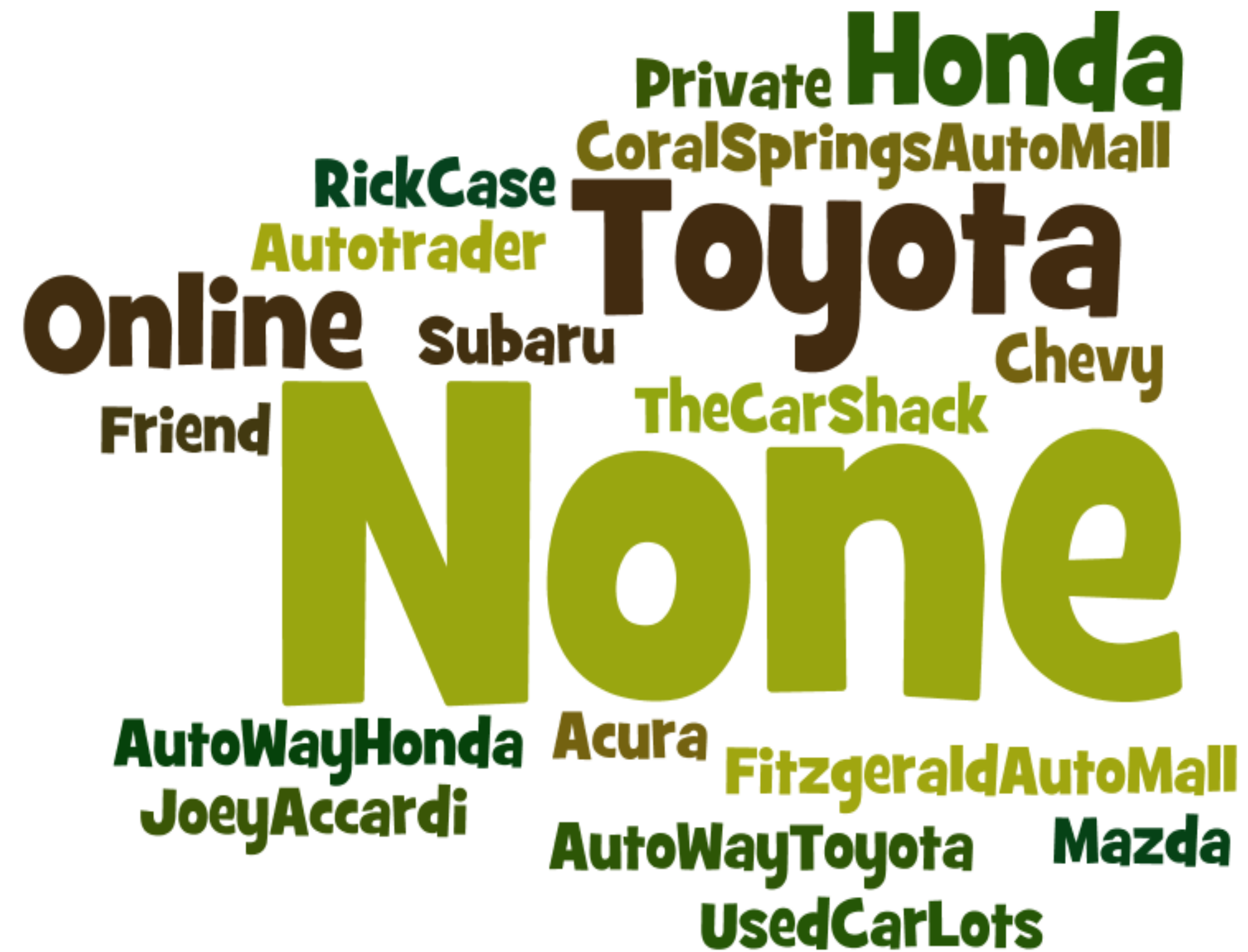


60%

millennials would
consult friends

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Currently In-Market/Have Shopped at:



Currently In-Market/Plan to Shop at:




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What is our Insight?



The life of a
Millennial
revolves
around their
smartphones
and social
media



Millennials
are widely
uneducated
about how the
car buying
process
works



Millennials
desperately
want brands
to personally
engage with
them



Our Strategy

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Necessary Steps:

Eliminate the
boundary
between
desktop
and
mobile

Establish
mobile as
main funnel
for car
buying
research

Create a
deeper
level of
engagement
among
Millennials

Increase car
buying
knowledge
to boost
purchasing
confidence



Create the World's
FIRST Social Car
Buying Experience

Project MANIFESTO

Millennials. They live and breathe technology. They drive their days digitally. And expect brands to deliver what they want, when they want it and how they want it. If they can't like it, share it, tweet it or snap it, it just doesn't matter to them. That's why they don't connect with the traditional car-buying experience. So AutoNation is Freeing them from it. They hate wasting time at a dealership. So we're bringing the entire dealership to them through Instagram and Facebook. They don't understand factors like MSRP and insurance. So we're simplifying the entire process through a fun educational social series. They feel misguided, misinformed and mistrusted. So we're creating a glass pipeline for them to be a part of the process, not a victim of it. AutoNation isn't marketing to millennials. We're freeing them. Who you gonna tag, tweet, or call? AutoNation.



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Creative

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Why we chose Instagram: High Brand Interaction

RedBull Case Study:

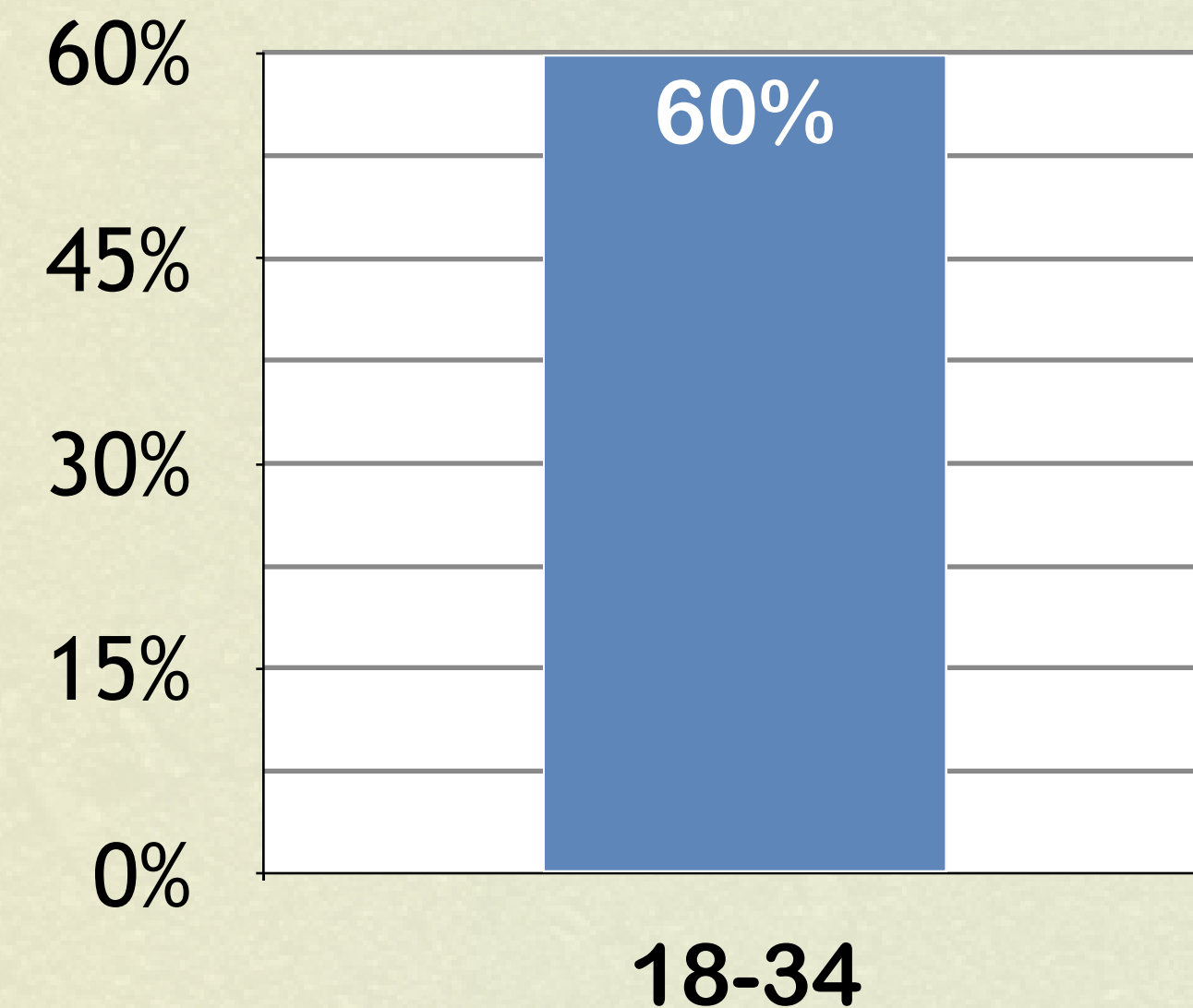
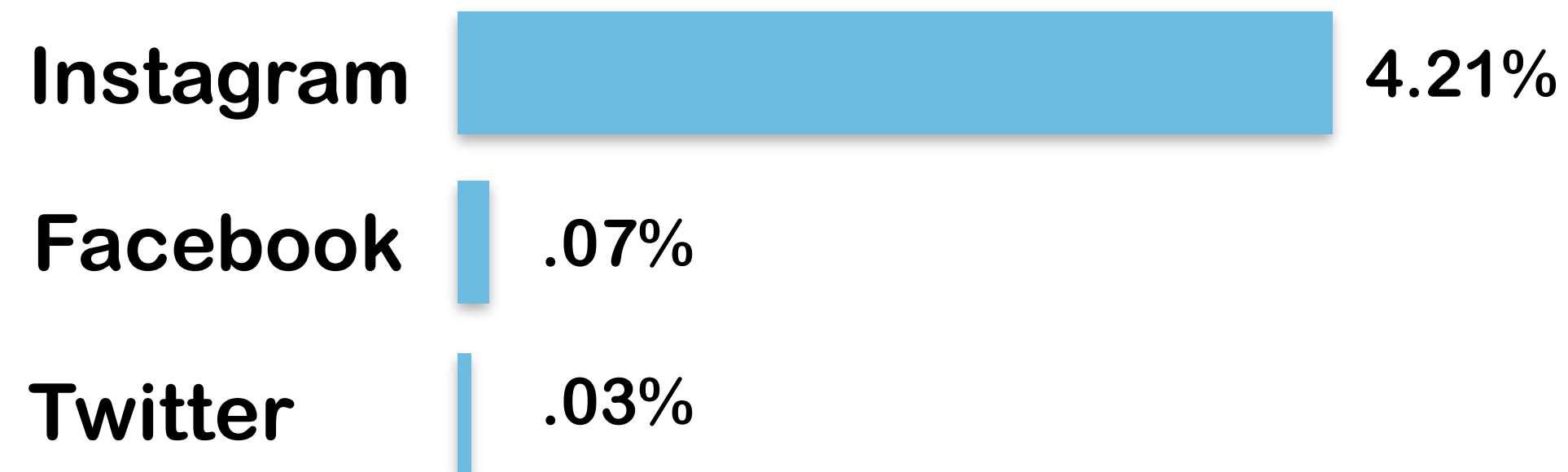
Instagram: 36,100 Likes

Facebook: 2,600 Likes



Top Industry 2x Over:
Automotive

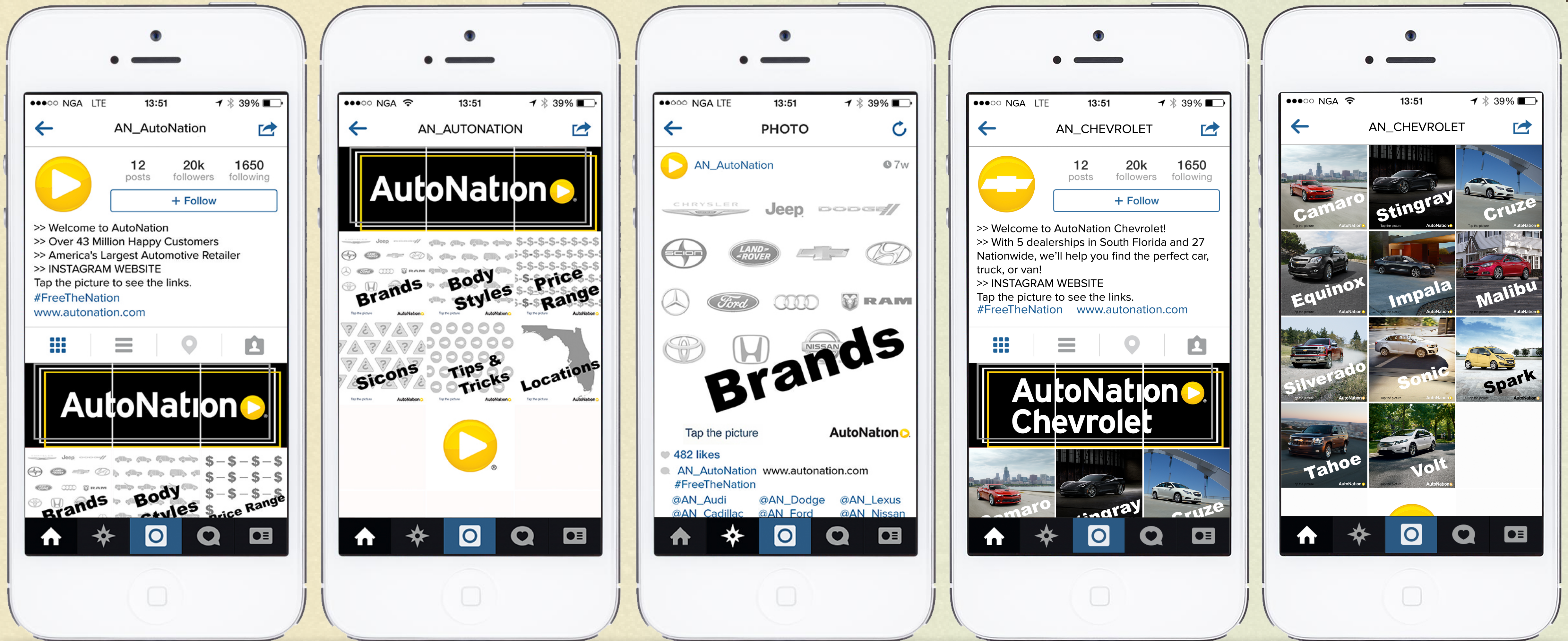
60x higher than Facebook
140x higher than Twitter



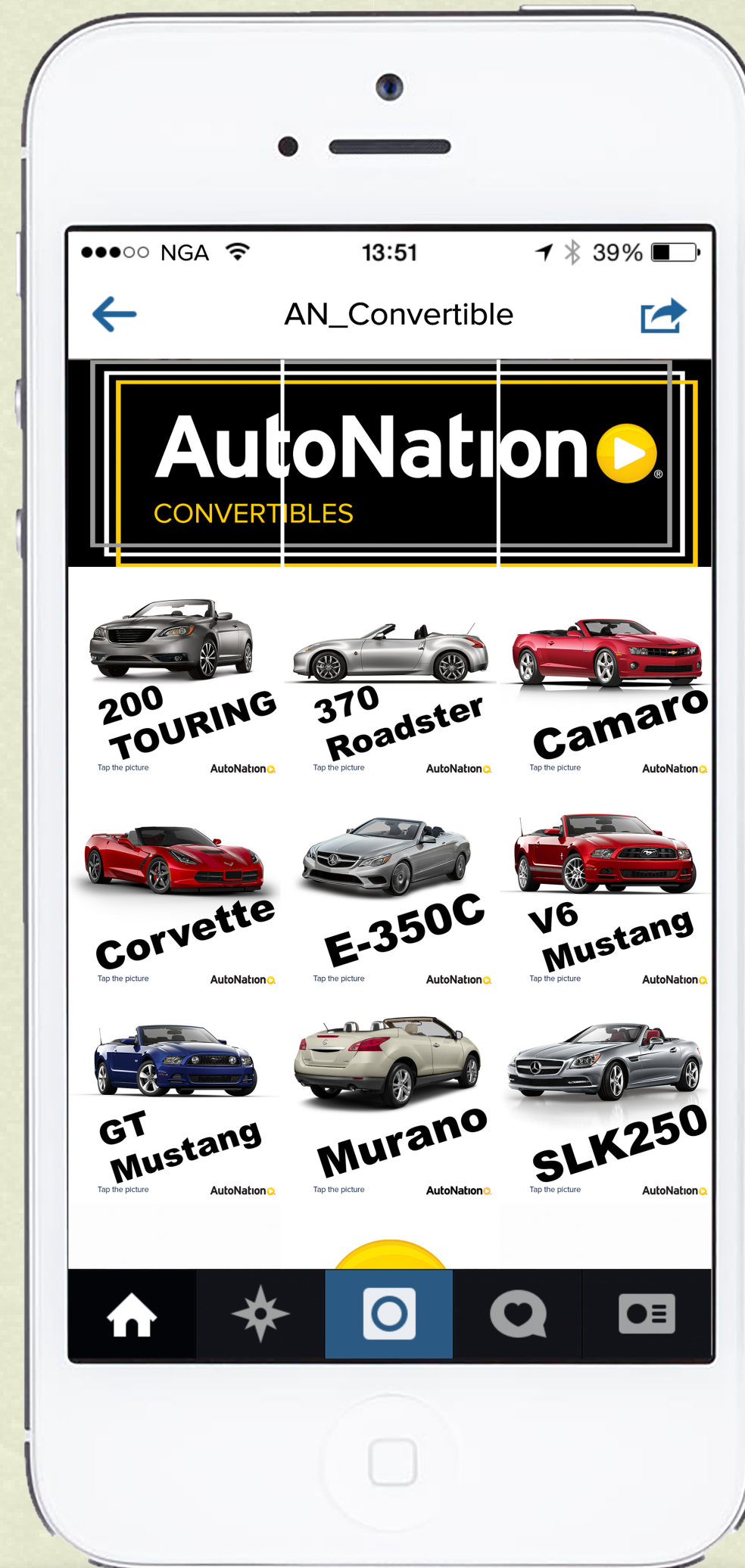
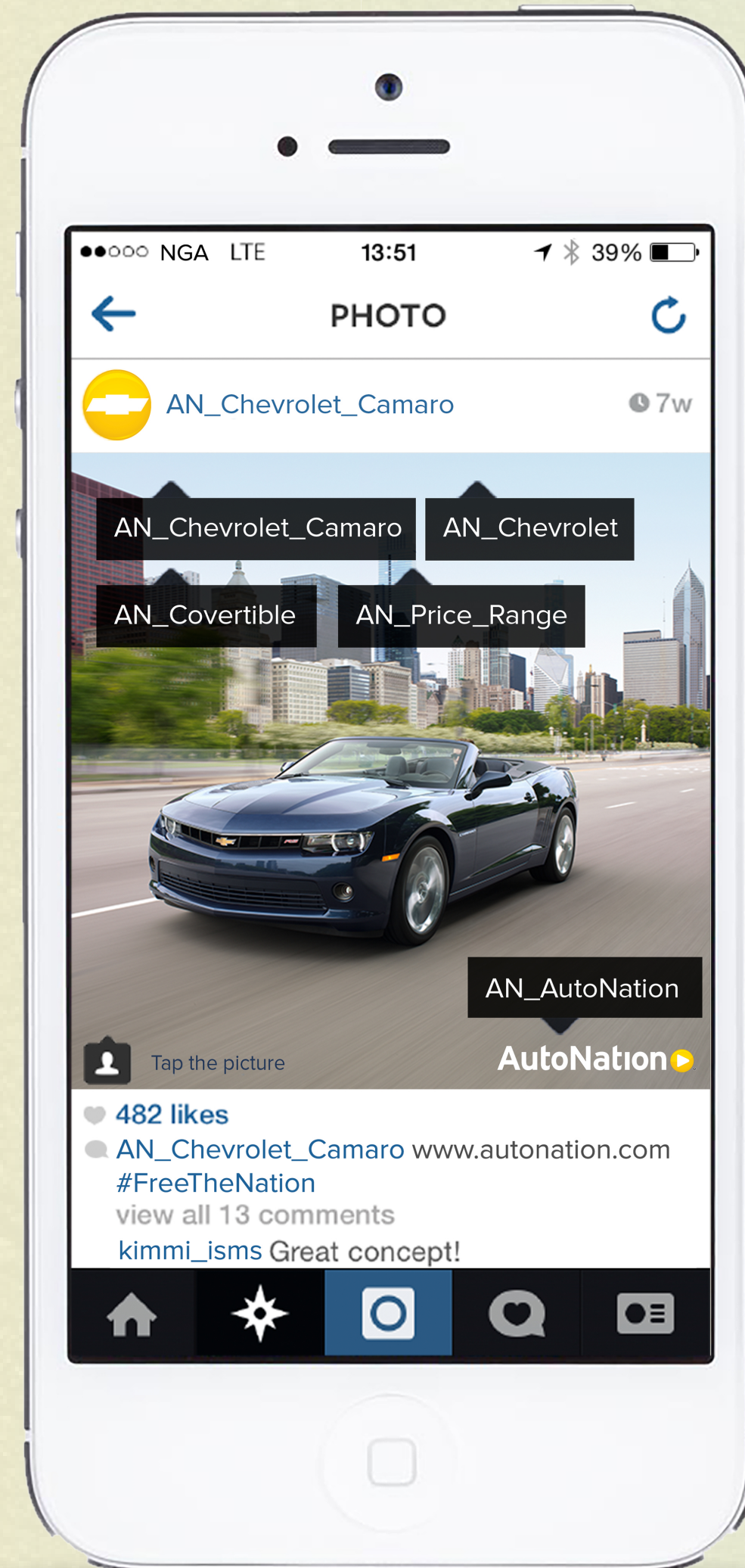
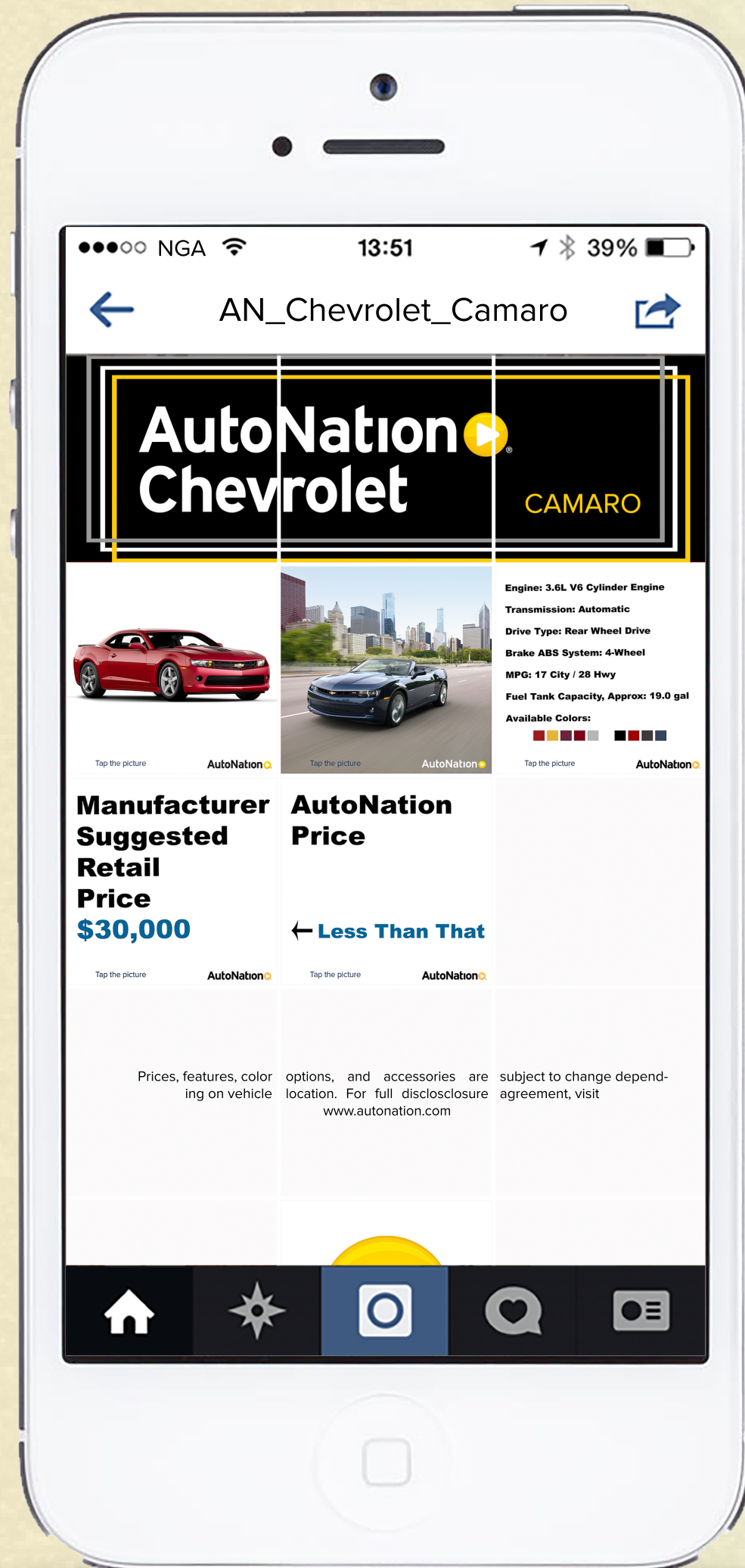
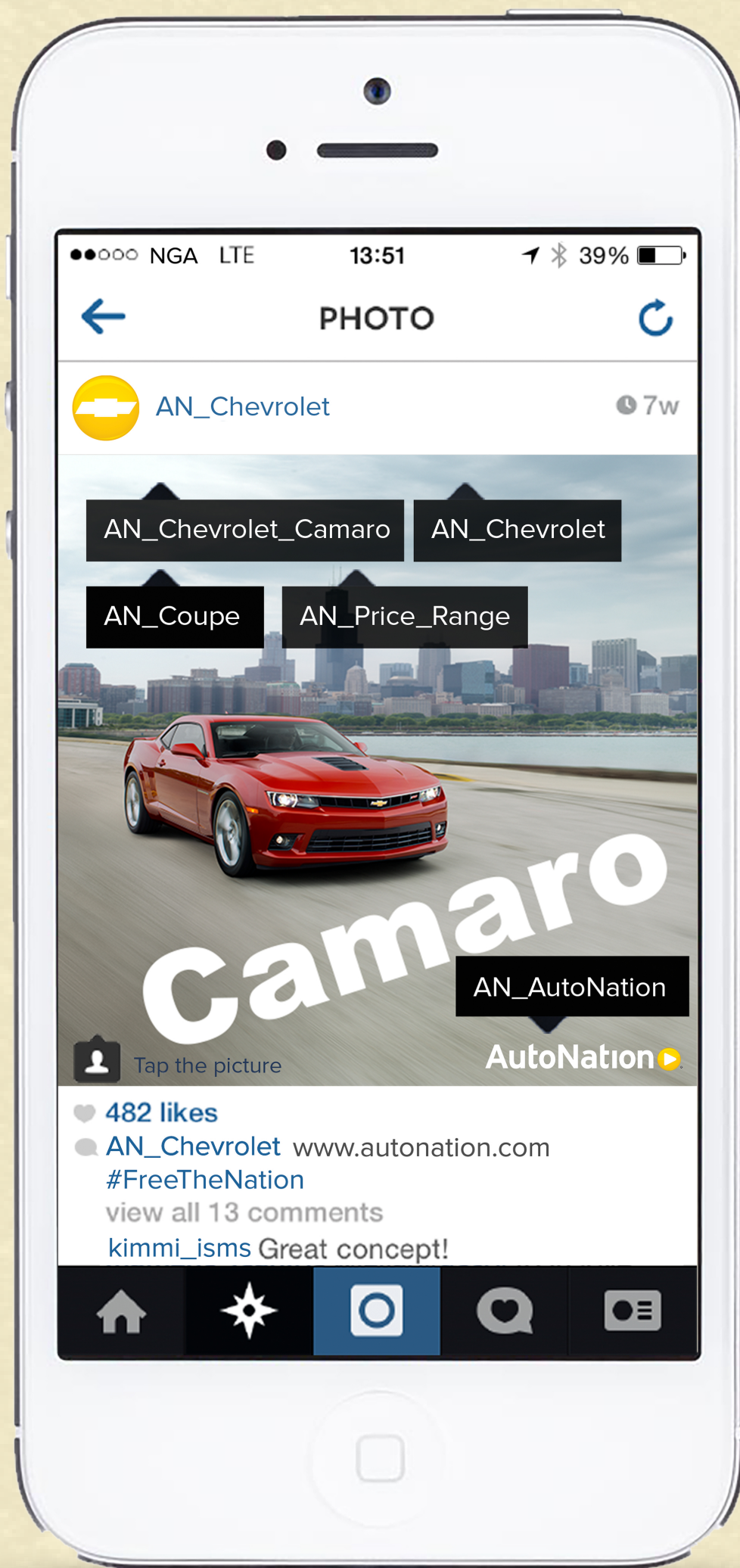
130%

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Instagram Platform

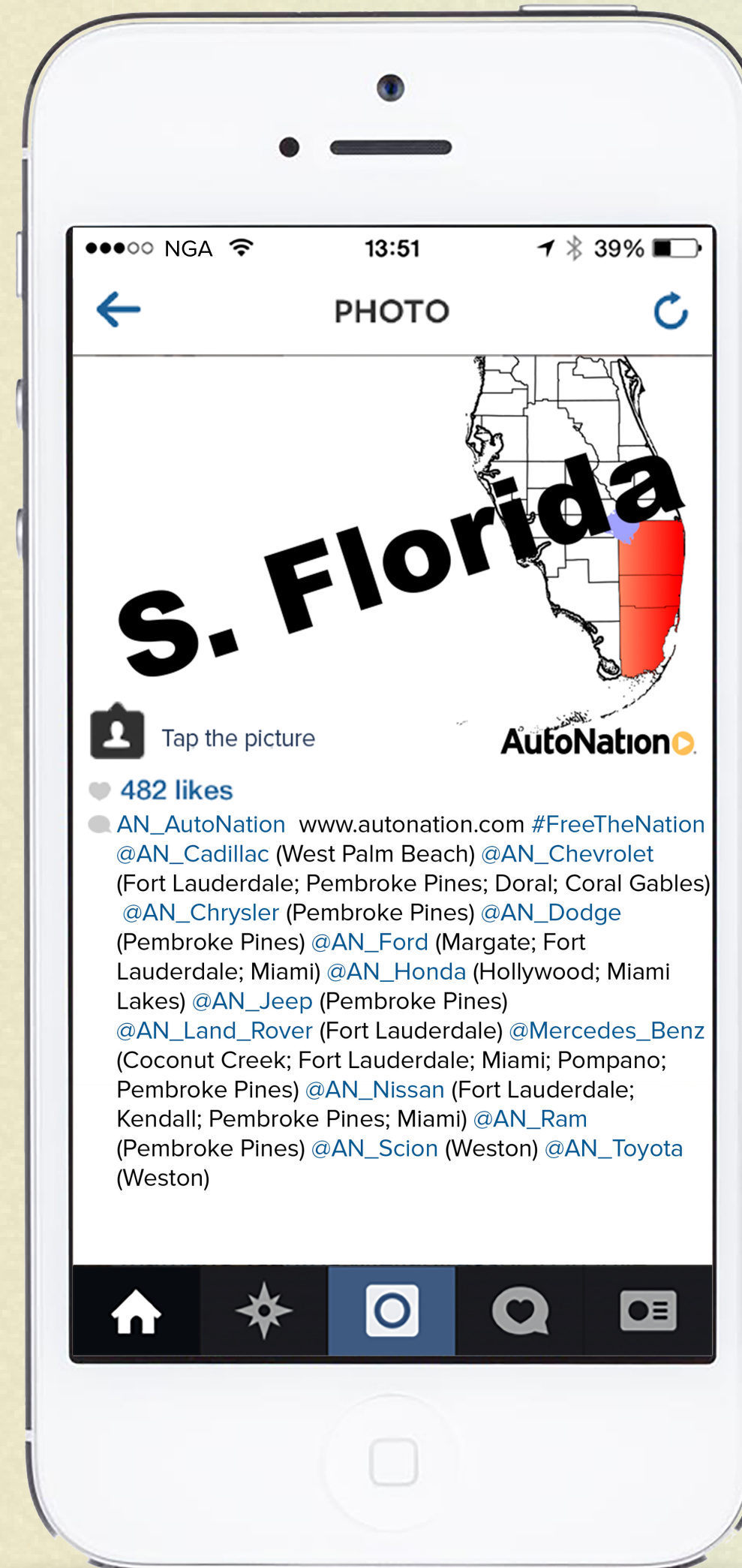
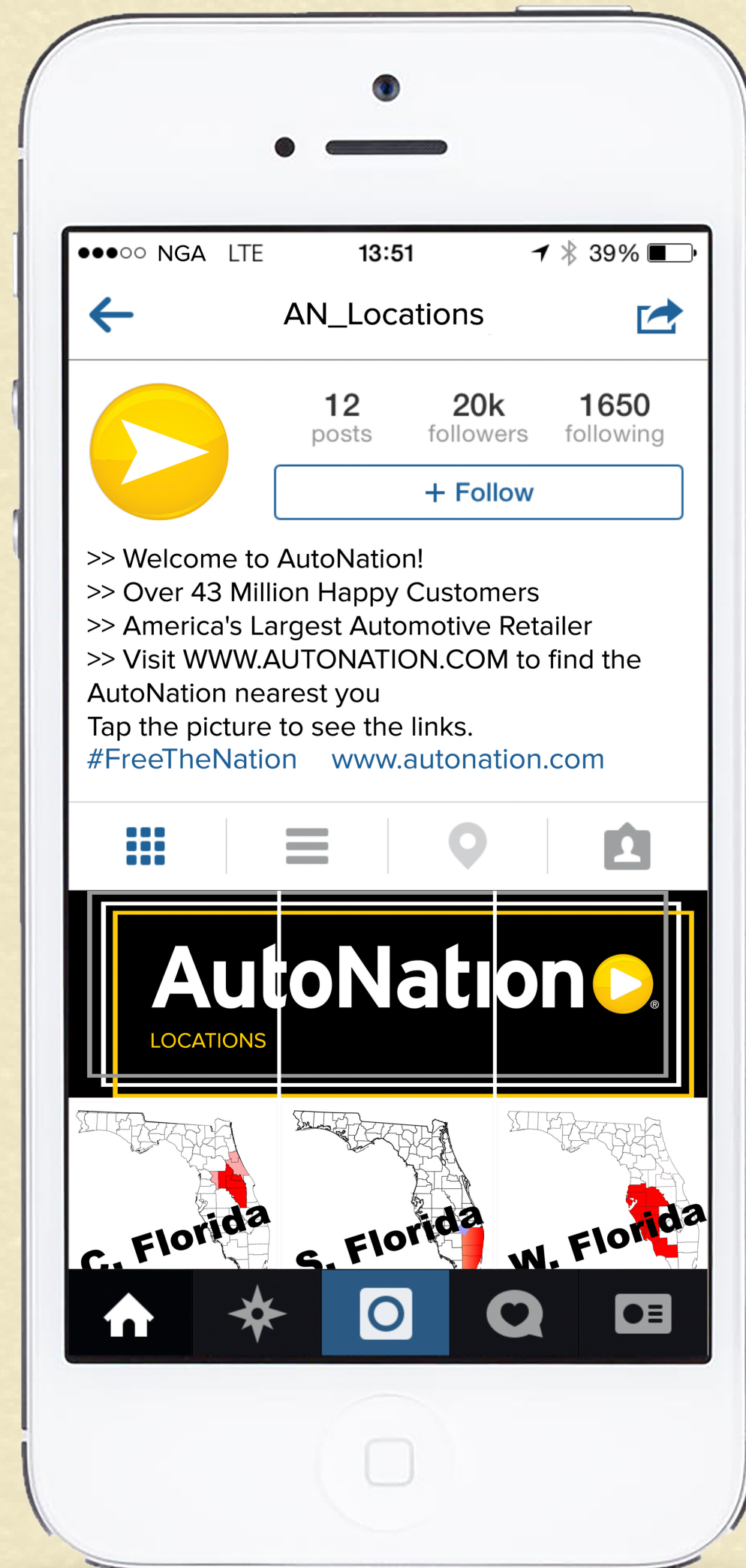


Instagram Platform



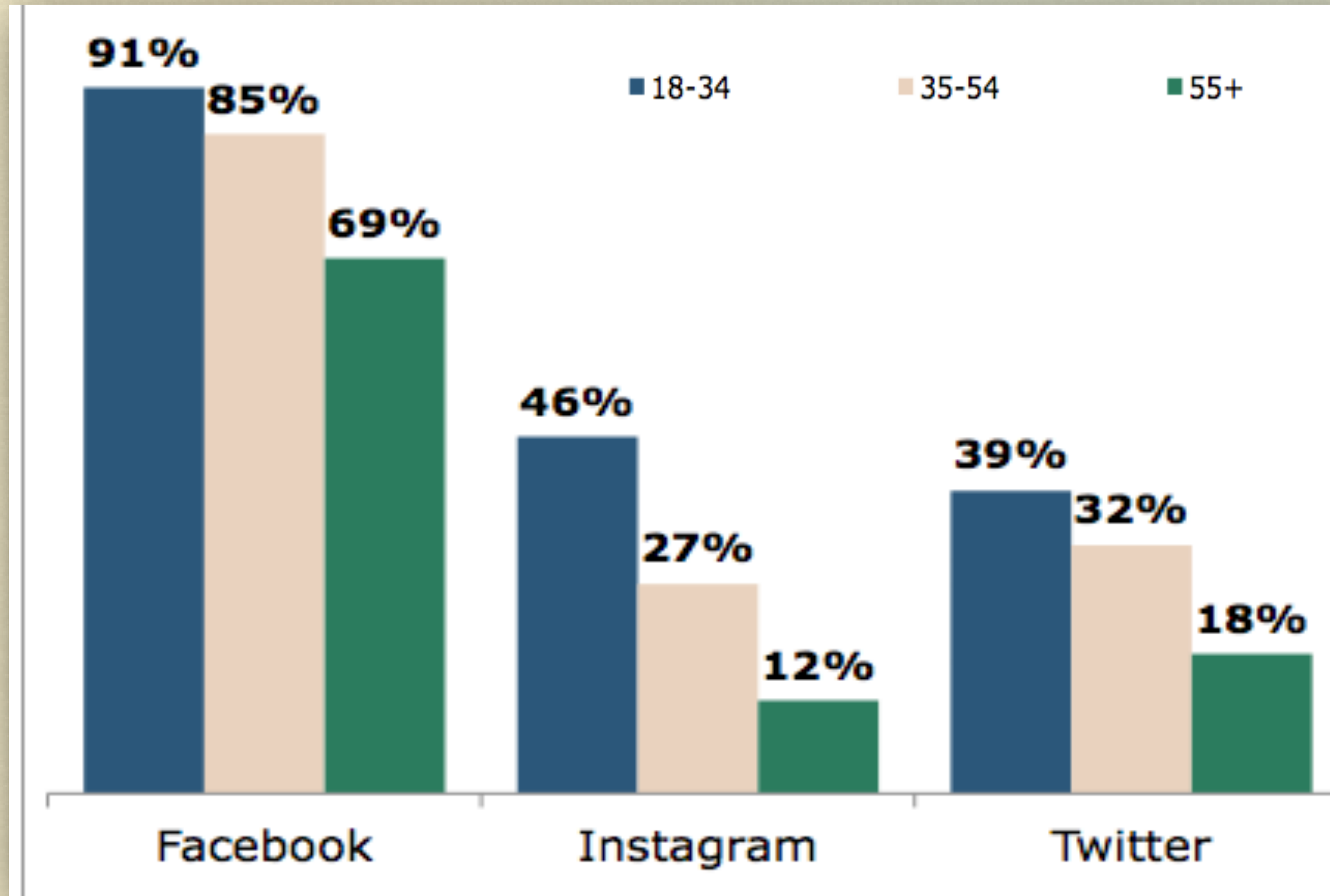
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Instagram Platform



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Why we chose Facebook: High Reach



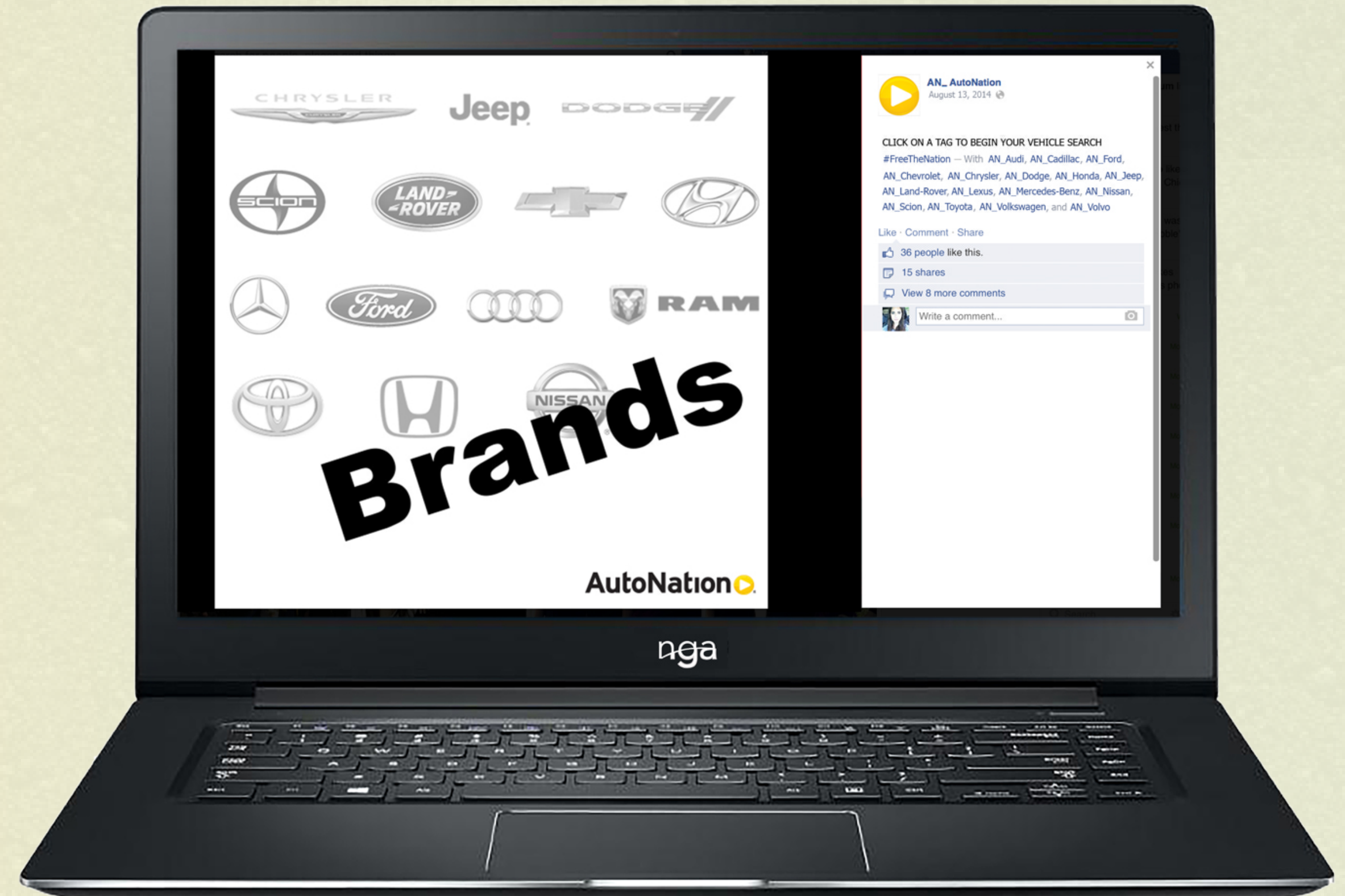
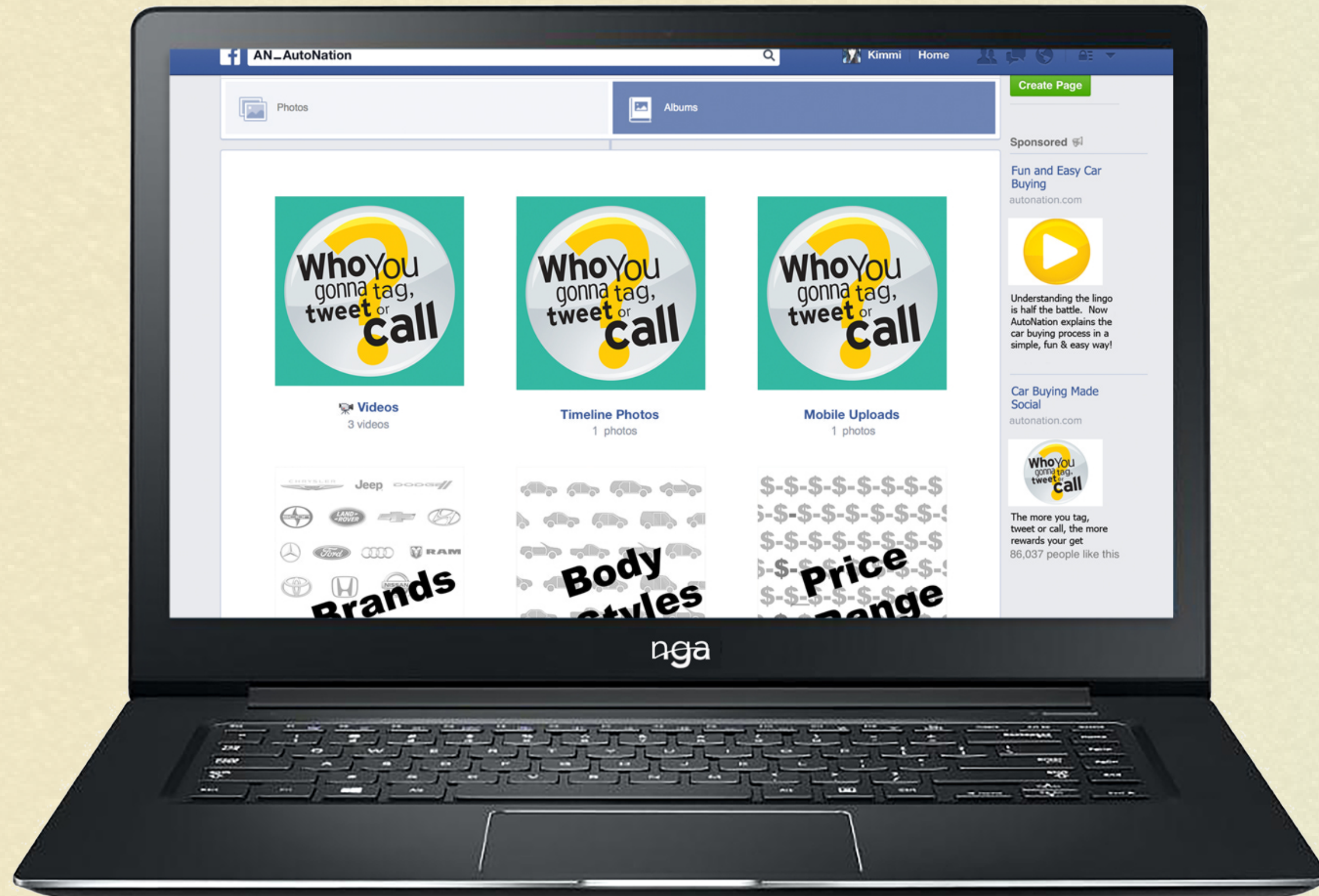
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Facebook Platform

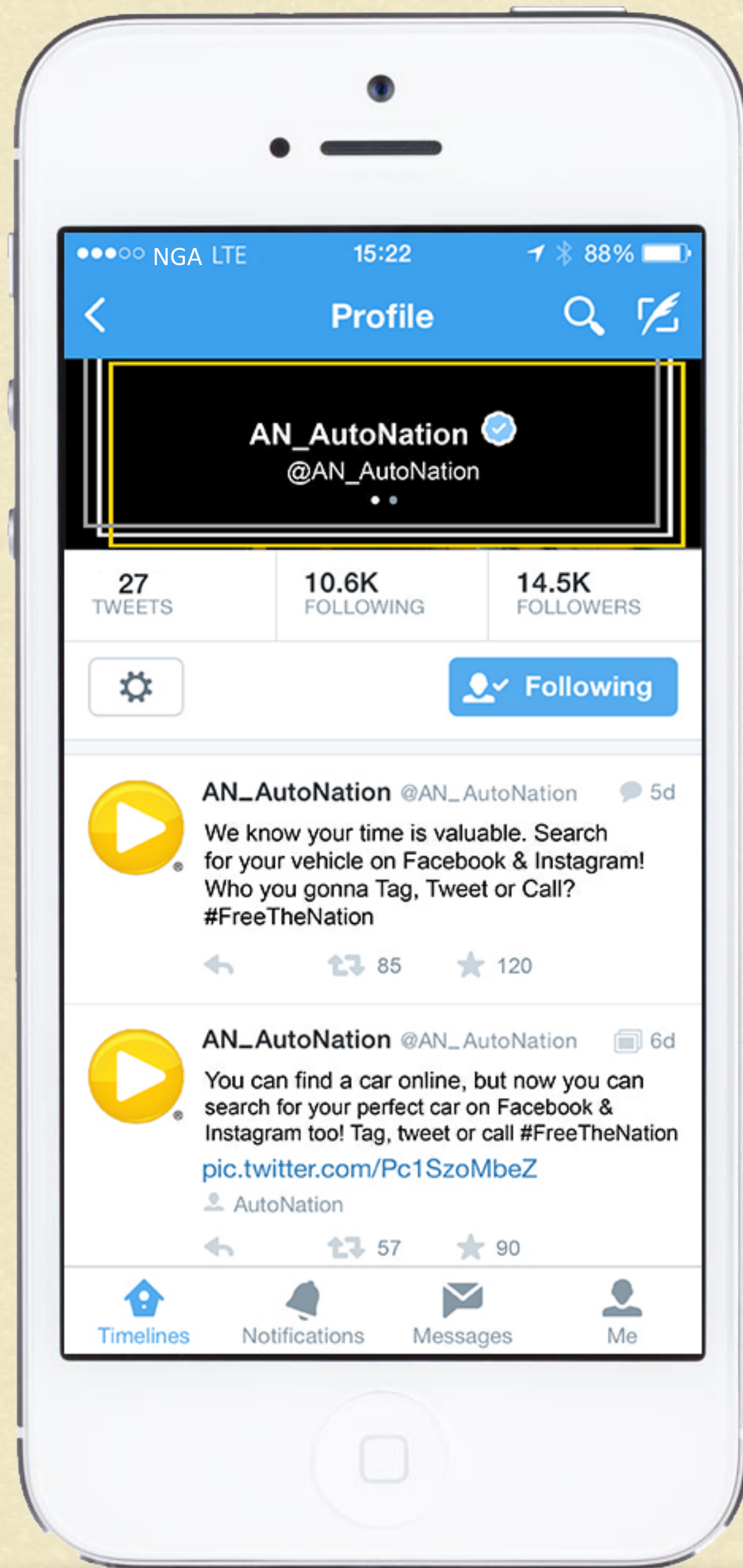


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Facebook Platform



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Twitter Platform:

Tell us how you
#FreeTheNation or how
your car frees you! The
more you share, the more
points you get, and the
more rewards you earn!



AutoNation

"Who you gonna tag, tweet or call? AutoNation."

My car search



Home

Pricing Tips & Tricks Special Offers Service Locations

Blogging
Brand
Bodystyle
Symbols

Events

CPO

BODY STYLE/PRICE

Select One Or More Makes

WITHIN 200 miles OF 33301

Advanced Search > SEARCH

TRADE-IN APPRAISAL

MAKE A SERVICE APPOINTMENT

GET A PRICE QUOTE



This Week's Spotlight
The Subaru Forester

This car has recently been praised as reliable, gas efficient and affordable.



Insurance is to you assurance as you drive. AutoNation takes accountability in understanding insurance, so life can just be normal even when circumstances are not.

AutoNation

America's Largest Automotive Retailer.

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About AutoNation

Careers

Let's Talk
Click to chat

Website Design

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Website Design



AutoNation

"Who you gonna tag, tweet or call? AutoNation."

[Pricing](#) [Tips & Tricks](#) [Special Offers](#) [Service](#) [Locations](#)

PRICING

AutoNation delights in their consumers feeling comfortable with the price offered. Our goal is to find a lender that will fit your budget.

EXPRESS CREDIT


Start The Finance Process

By applying for credit online, you'll spend less time filling out paperwork in our store. Our online process is safe, secure and best of all fast.

[APPLY](#)


RESPONSIBLE FOR YOU

- We will offer excellent financial advice
- We will promote helpful items to help you enjoy your vehicle



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AutoNation

"Who you gonna tag, tweet or call? AutoNation."


[Pricing](#) [Tips & Tricks](#) [Special Offers](#) [Service](#) [Locations](#)

TIPS & TRICKS

- **Patience**
Rushing into a car dealership without taking precaution as to how feelings play a role in decision making, can make or break the car buying experience.
- **Simplicity**
Understanding the importance of the car salesman knowing your intentions during the car dealership visit can increase one's satisfaction after a deal is made.

TO LEASE OR BUY

Here at AutoNation, we have your best interest in mind. The consumer too often makes a decision that is not sincere due to their current budget. Our goal is to help the consumer look at buying or leasing a vehicle differently.



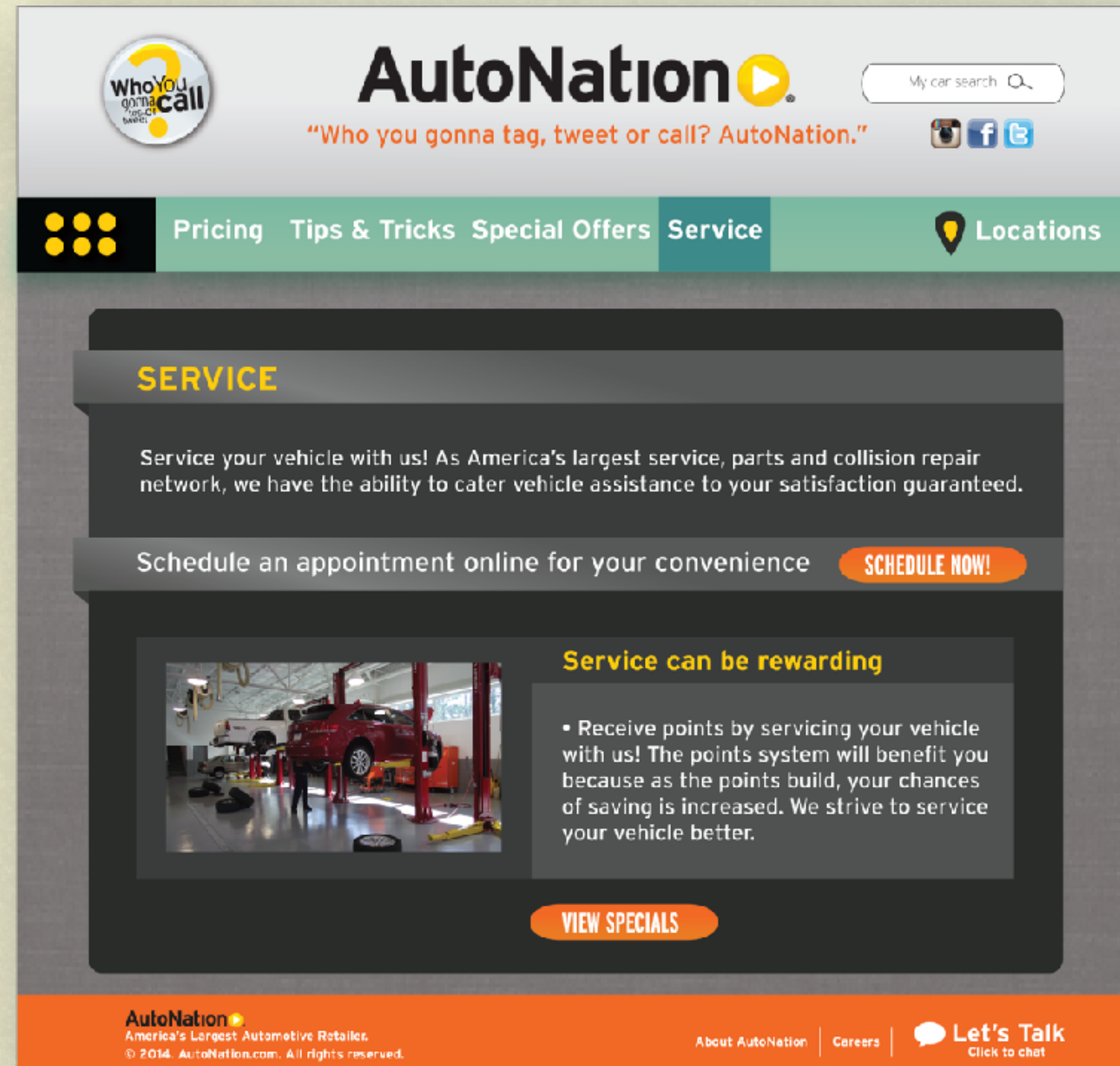
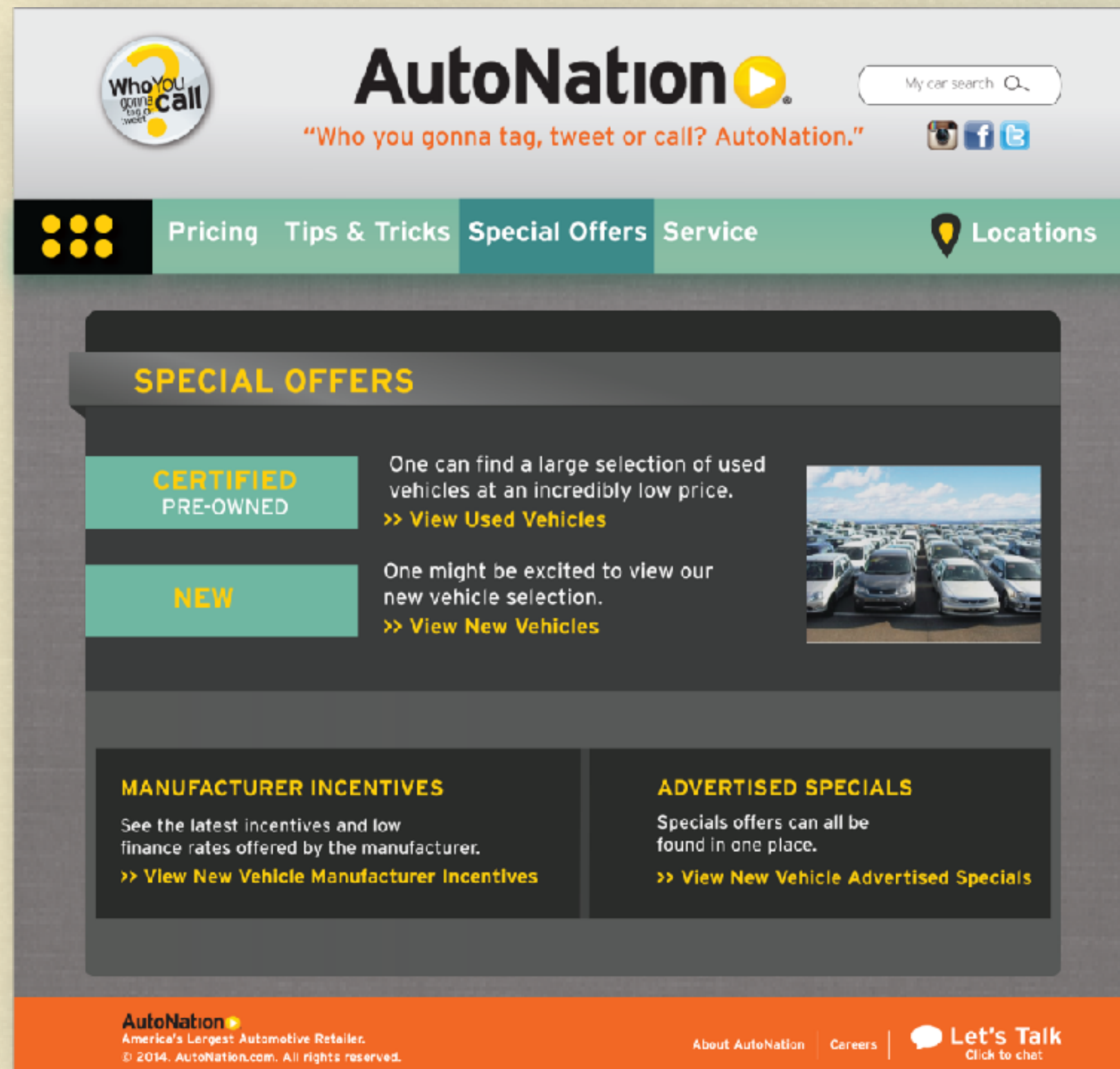
- Trade in your vehicle for cash through [kbb.com](#)
- Sell us your vehicle

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Website Design



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Sample Static Banners

Let ^{us}
help
you
under
stand
more
about
credit



PANDORA Mikeschair Radio

+ Create Station

0:13 -3:02

Now Playing Music Feed My Profile

Shuffle

Mikeschair Radio

add variety options

Beckah Shae (Holid...
Citizen Way Radio
Jason Crabb Radio
Tim Timmons Radio
Brian Littrell Radio
Bethany Dillon Radio
Josh Wilson Radio
Mandisa (Holiday) R...
Casting Crowns Radio
Jamie Grace Radio
Christian Radio

Who You gonna tag, or tweet?

NEWSONG
ONE TRUE GOD

The Same God
by Newsong
on One True God

Lyrics not available

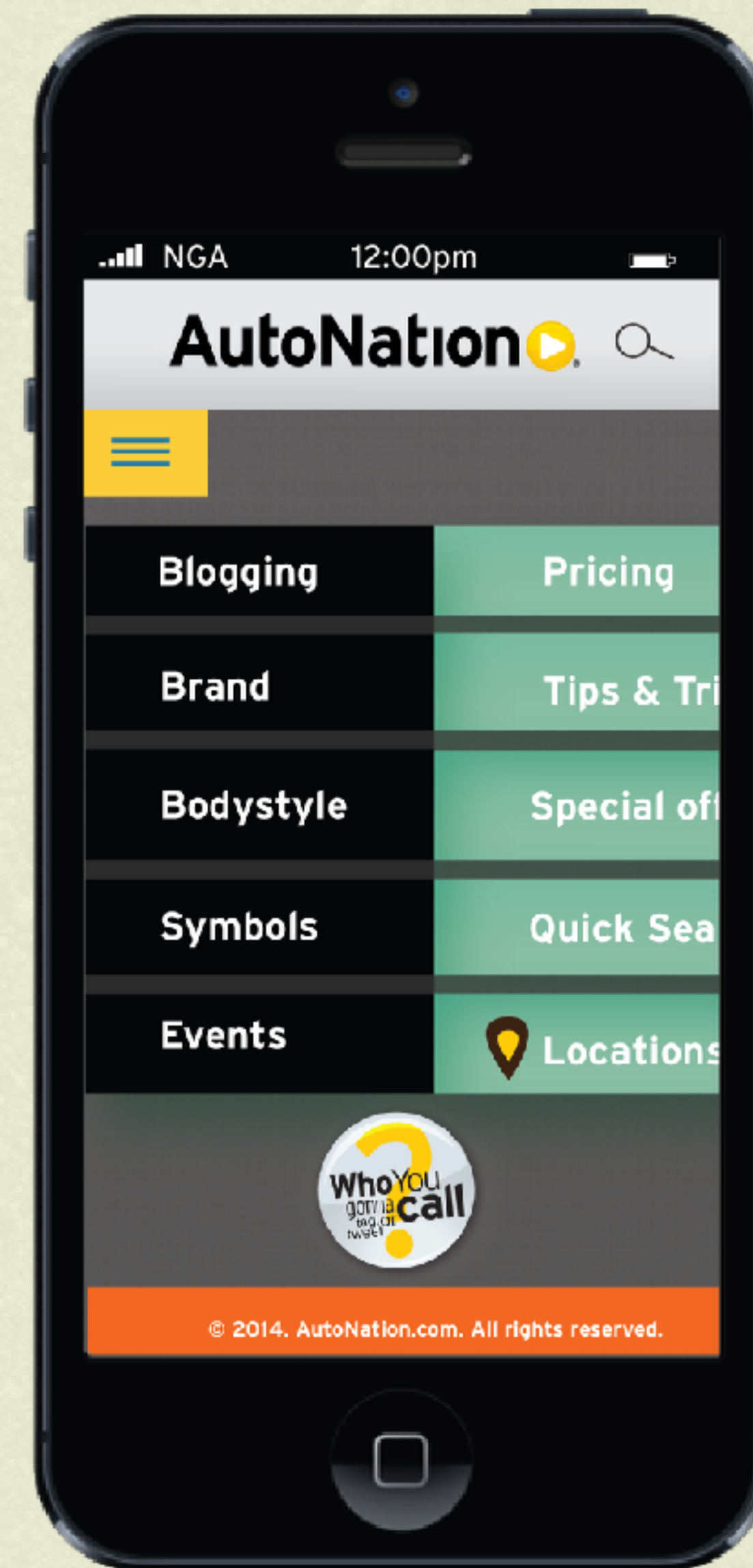
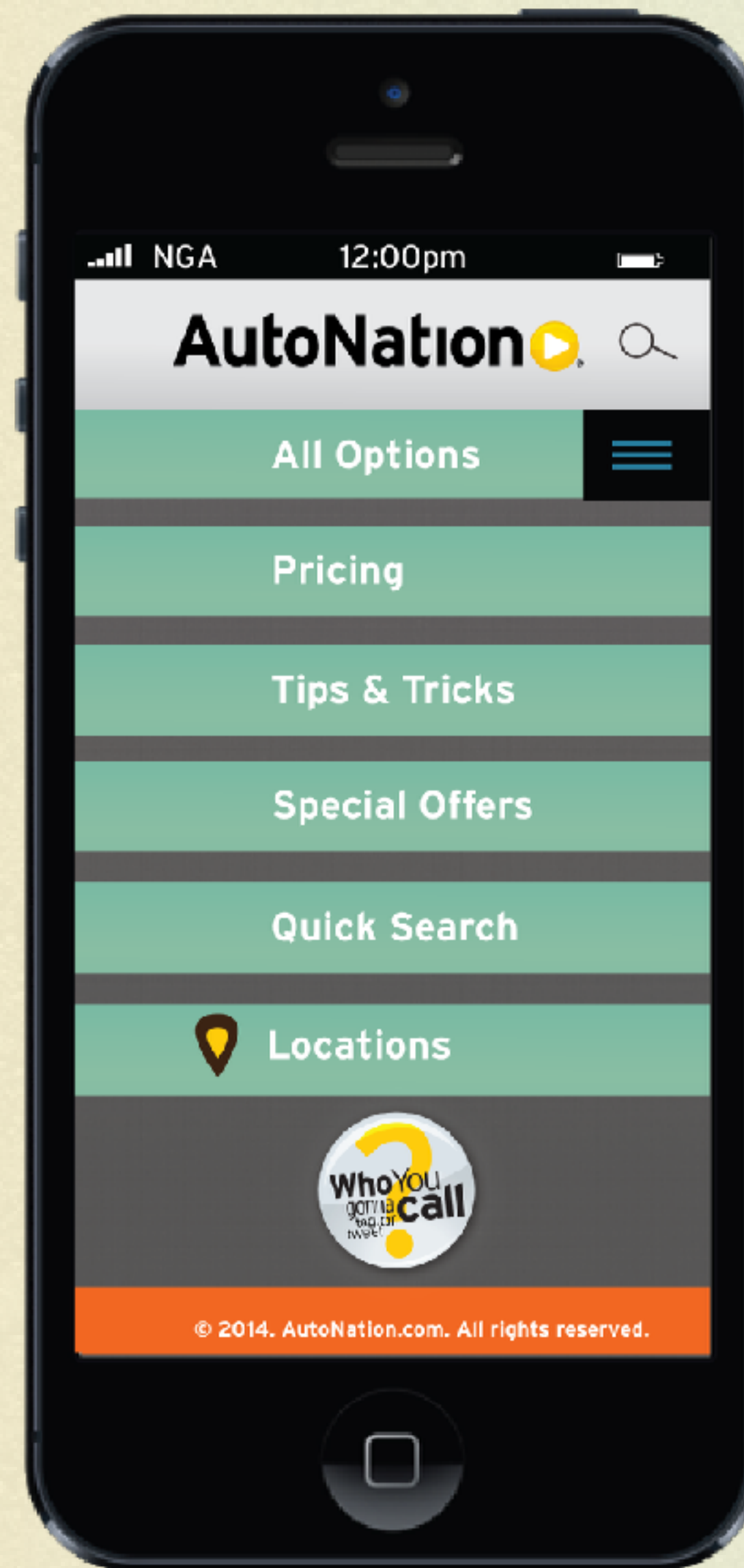
About Newsong
CCM group Newsong were formed in Valdosta, GA, in 1981 by Eddie Carswell, Billy Goodwin, Eddie Middleton, and Bobby Apon, who met while attending Memorial Baptist Church. The quartet's local popularity grew, and they were soon performing at area churches and venues. Newsong's first album, "The Same God," was released in 1988. The group has since released several other albums and has become a prominent force in the CCM community.

Insurance,
with ^{no}
surprises



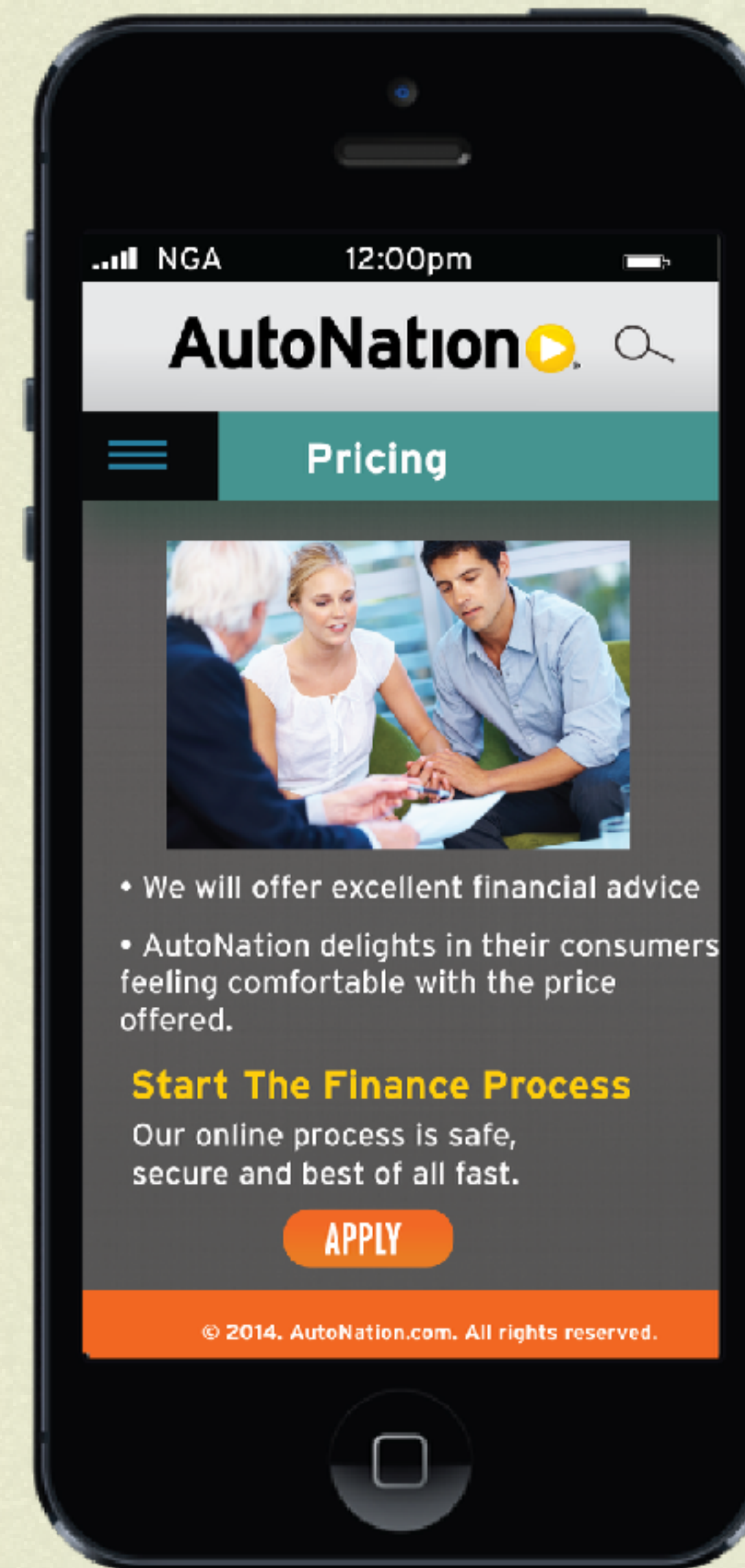
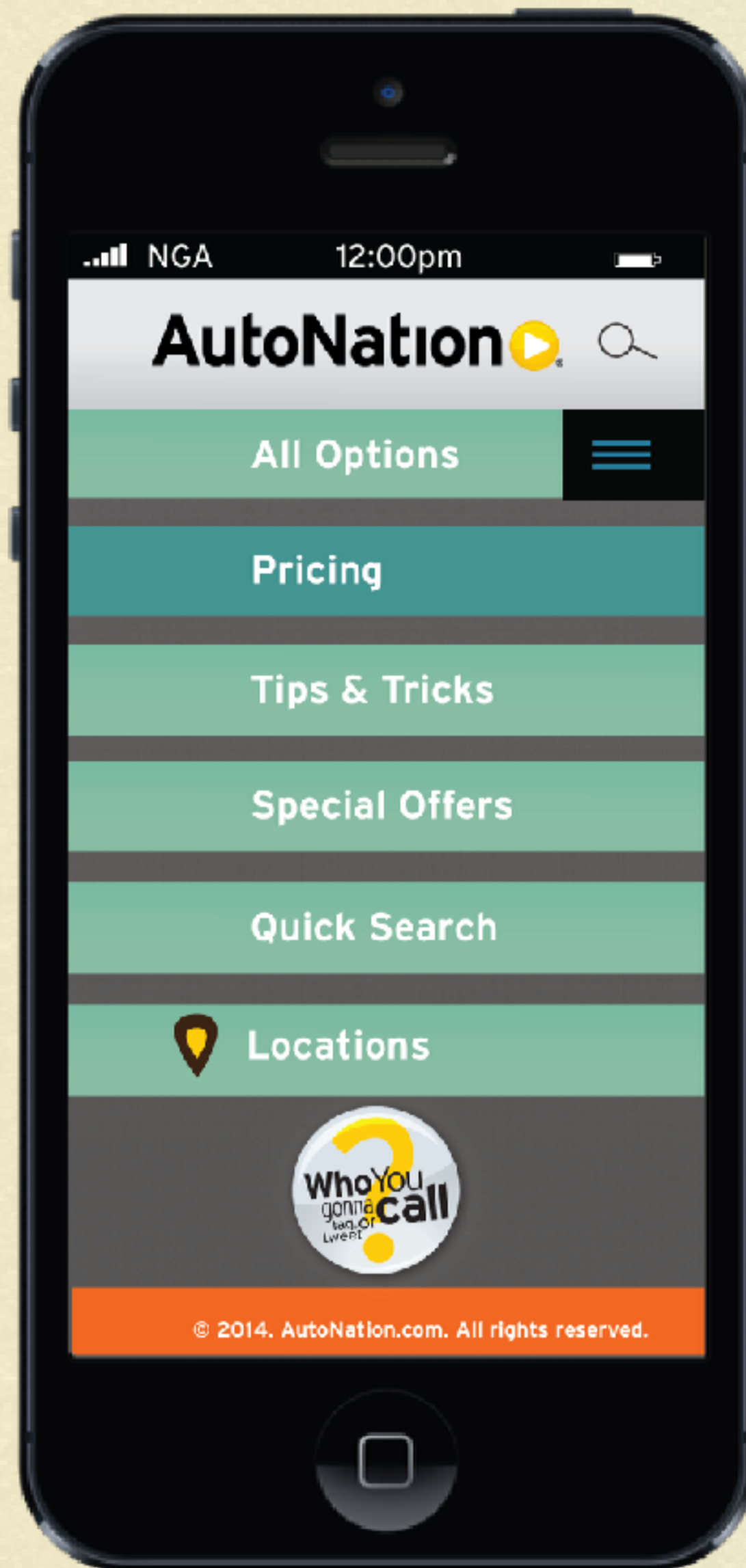
nga

Mobile Site Design

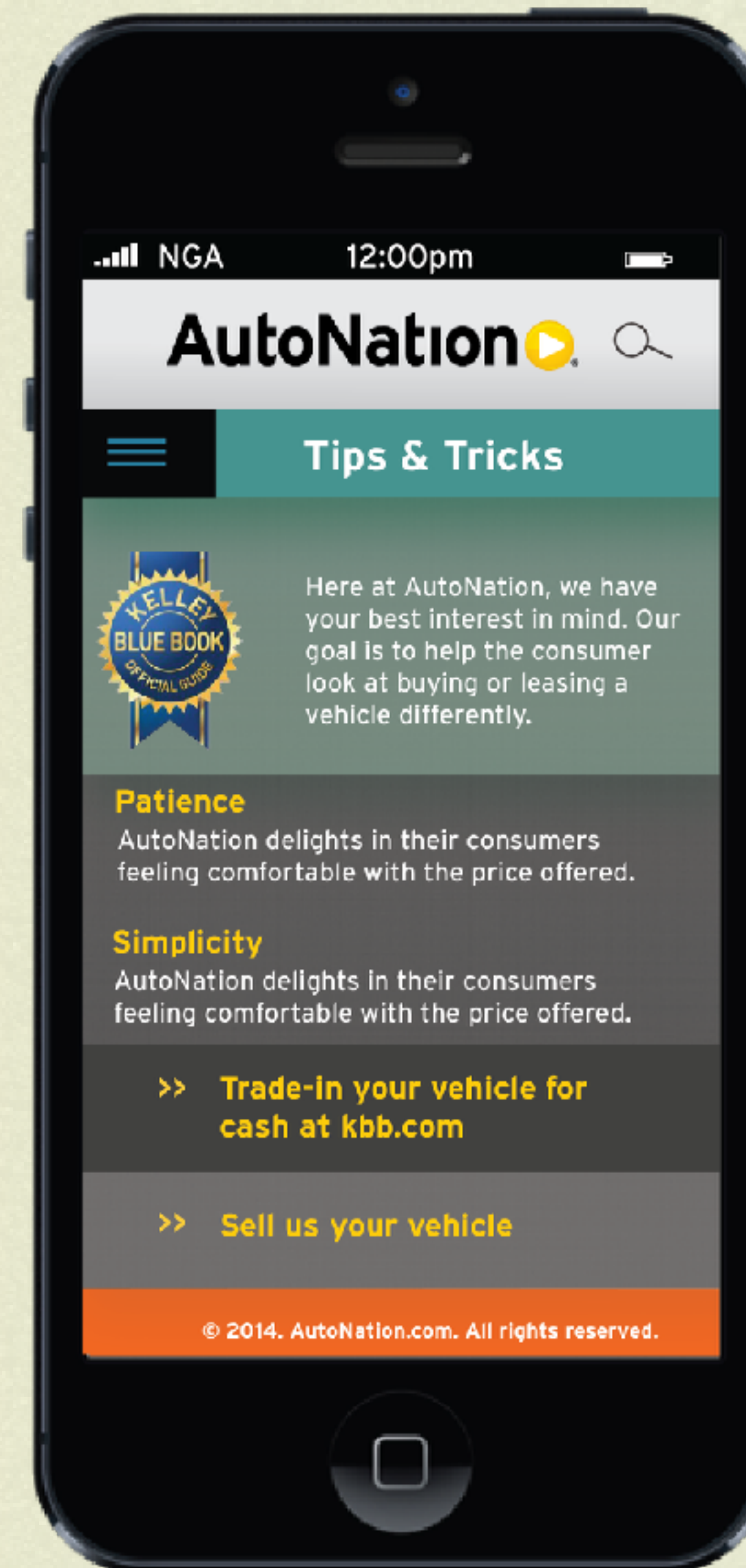
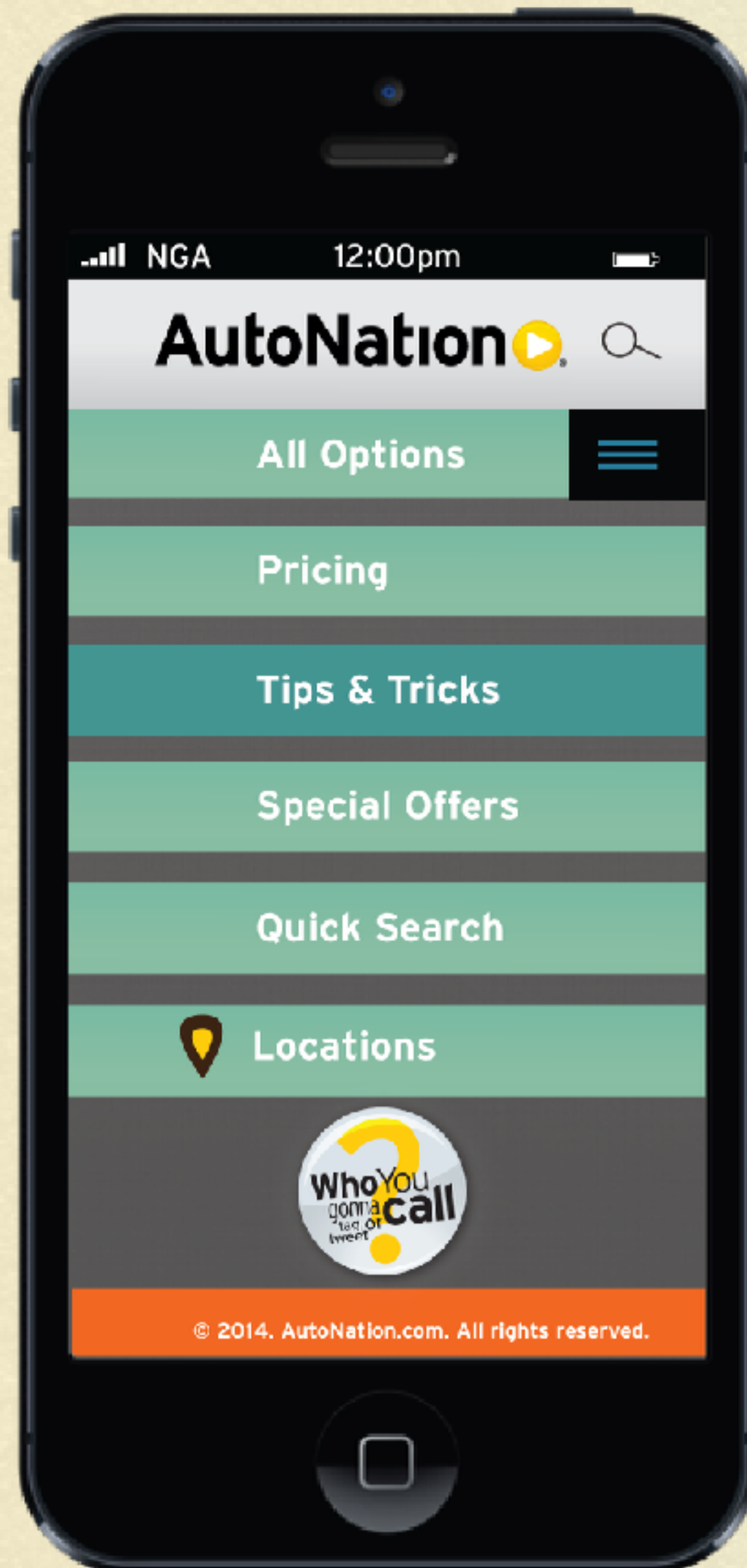


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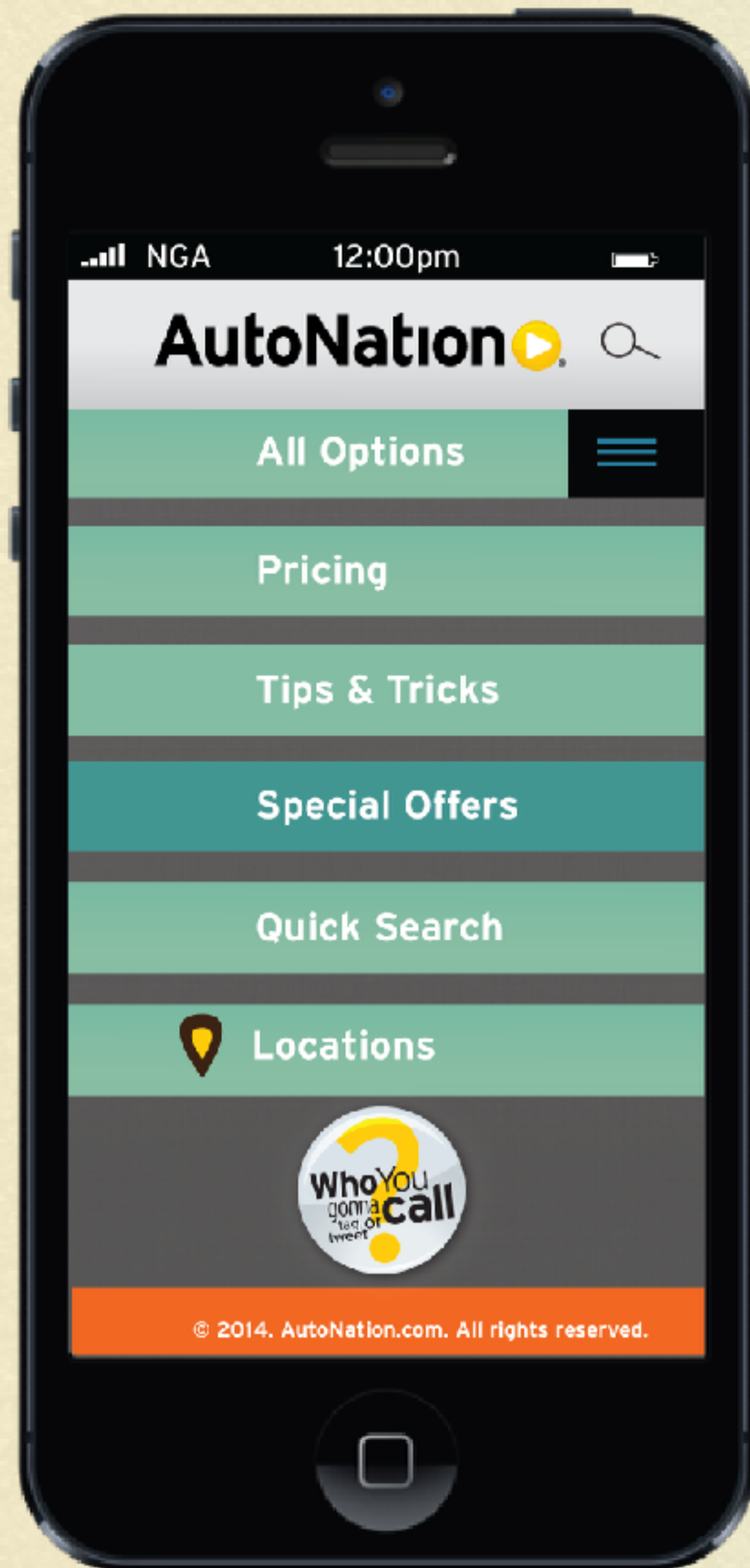
Mobile Site Design



Mobile Site Design



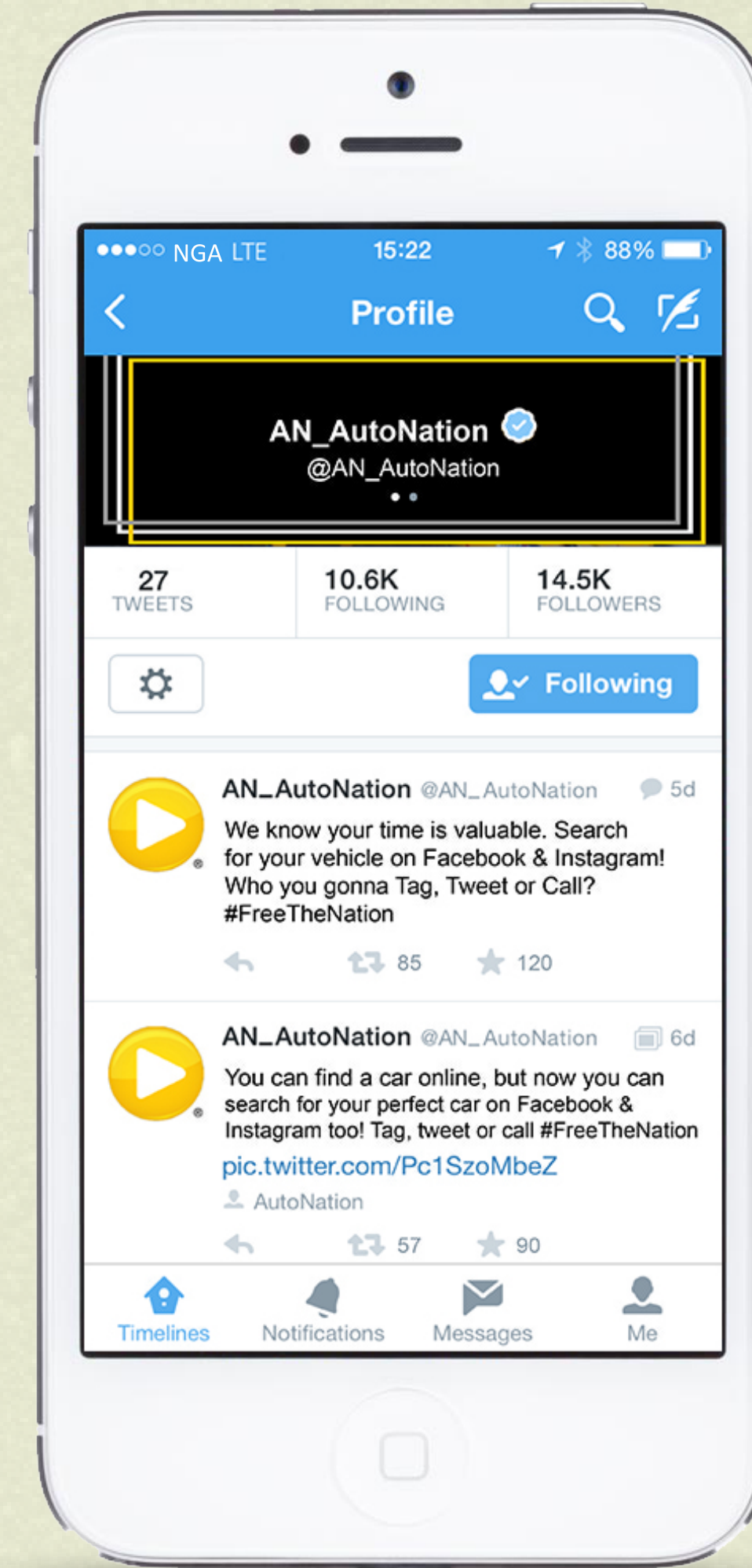
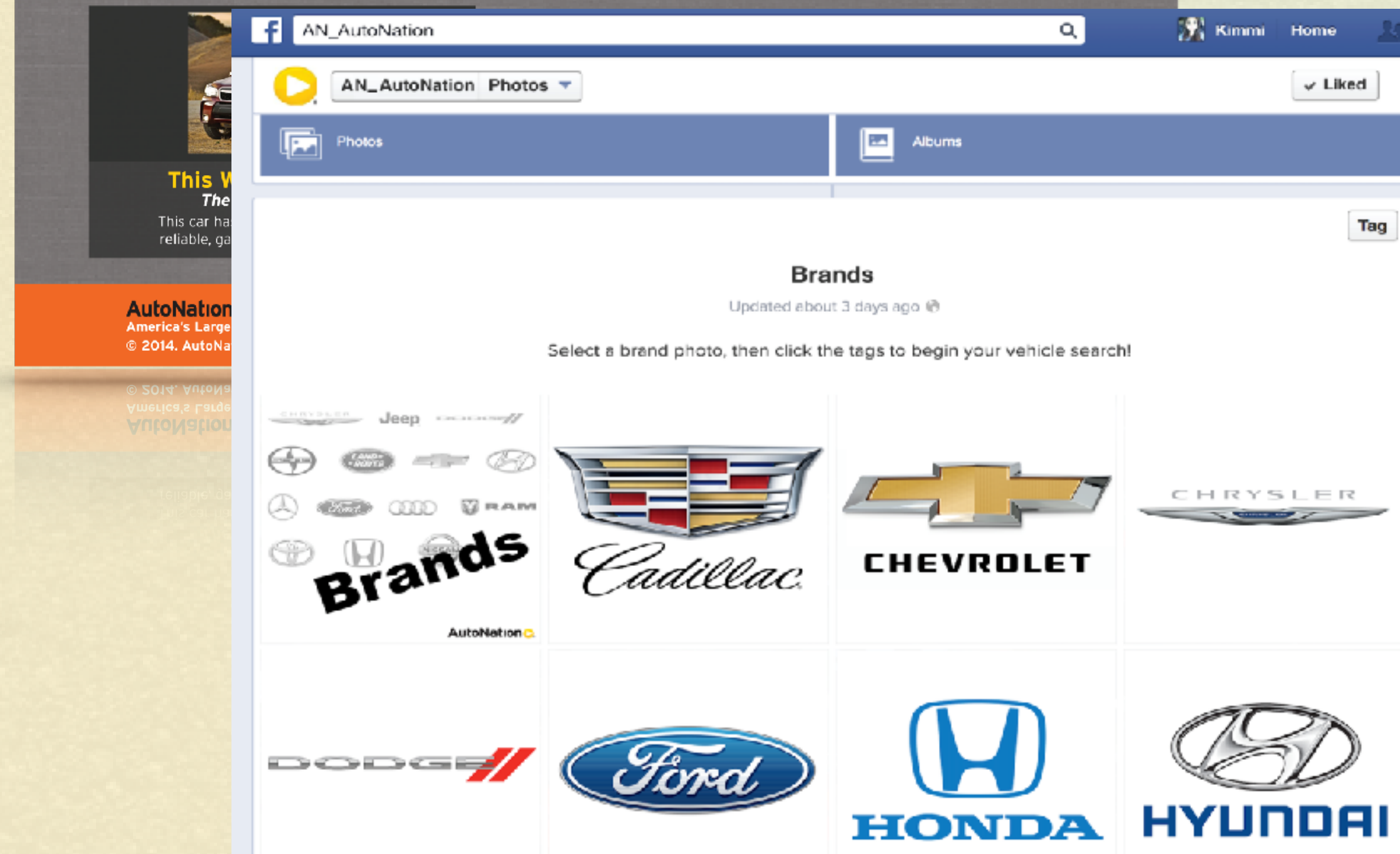
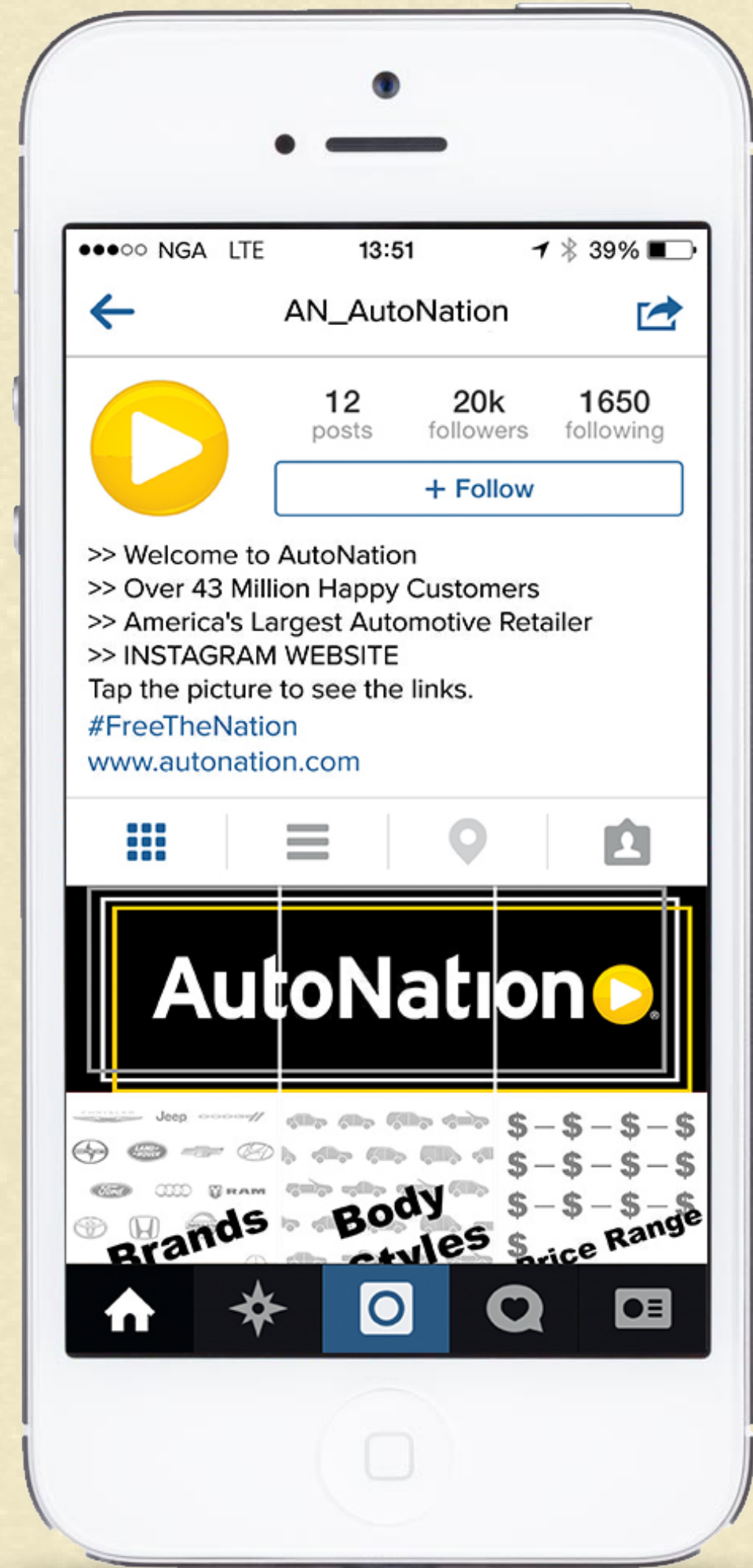
Mobile Site Design



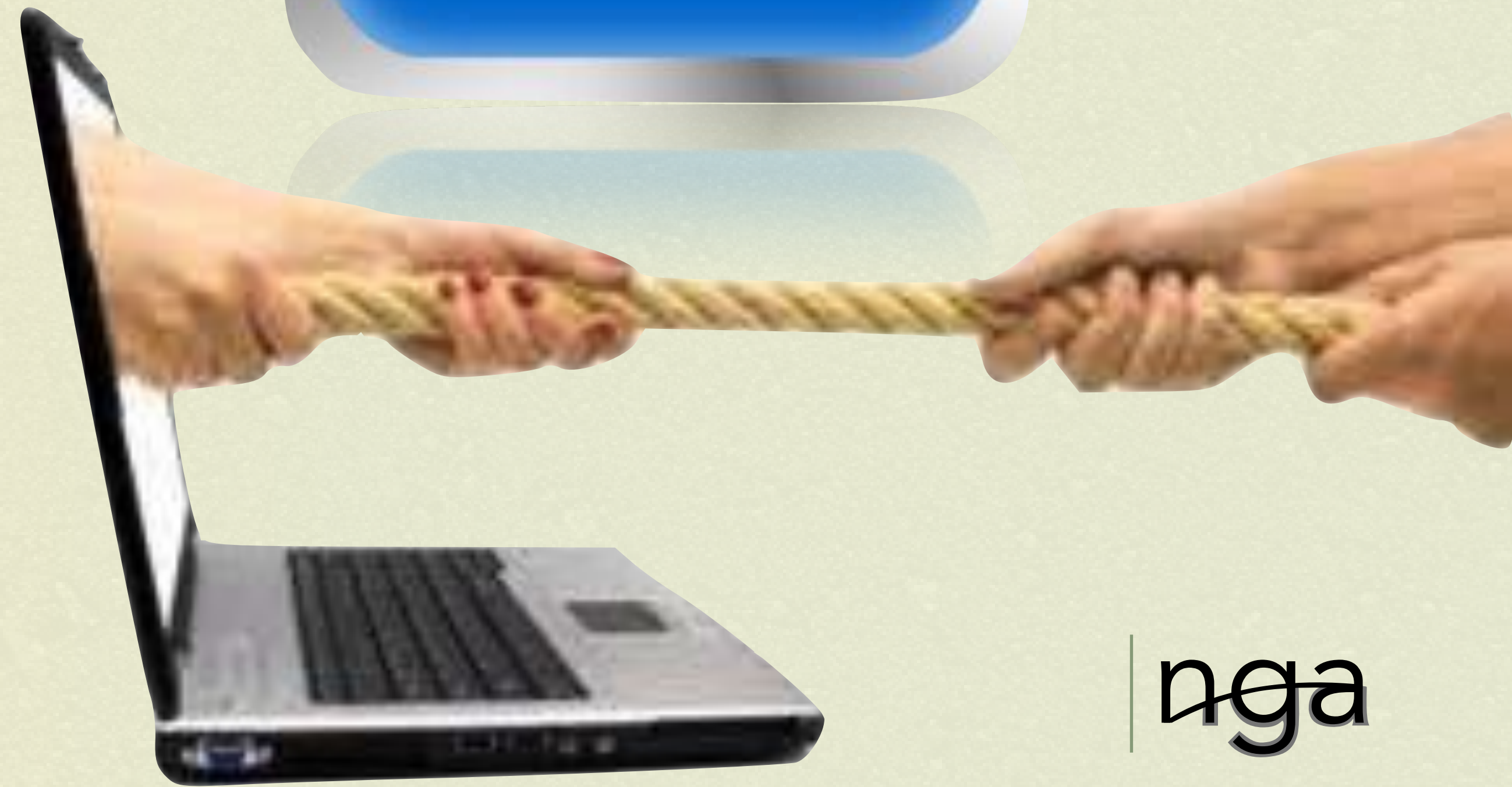


Media/ROMI

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Marketing Calendar 2015

Q1	Q2	Q3	Q4
Brand Messaging	Retail Driving Brand Message		

Over the Air Television



Cable



Pre-Roll



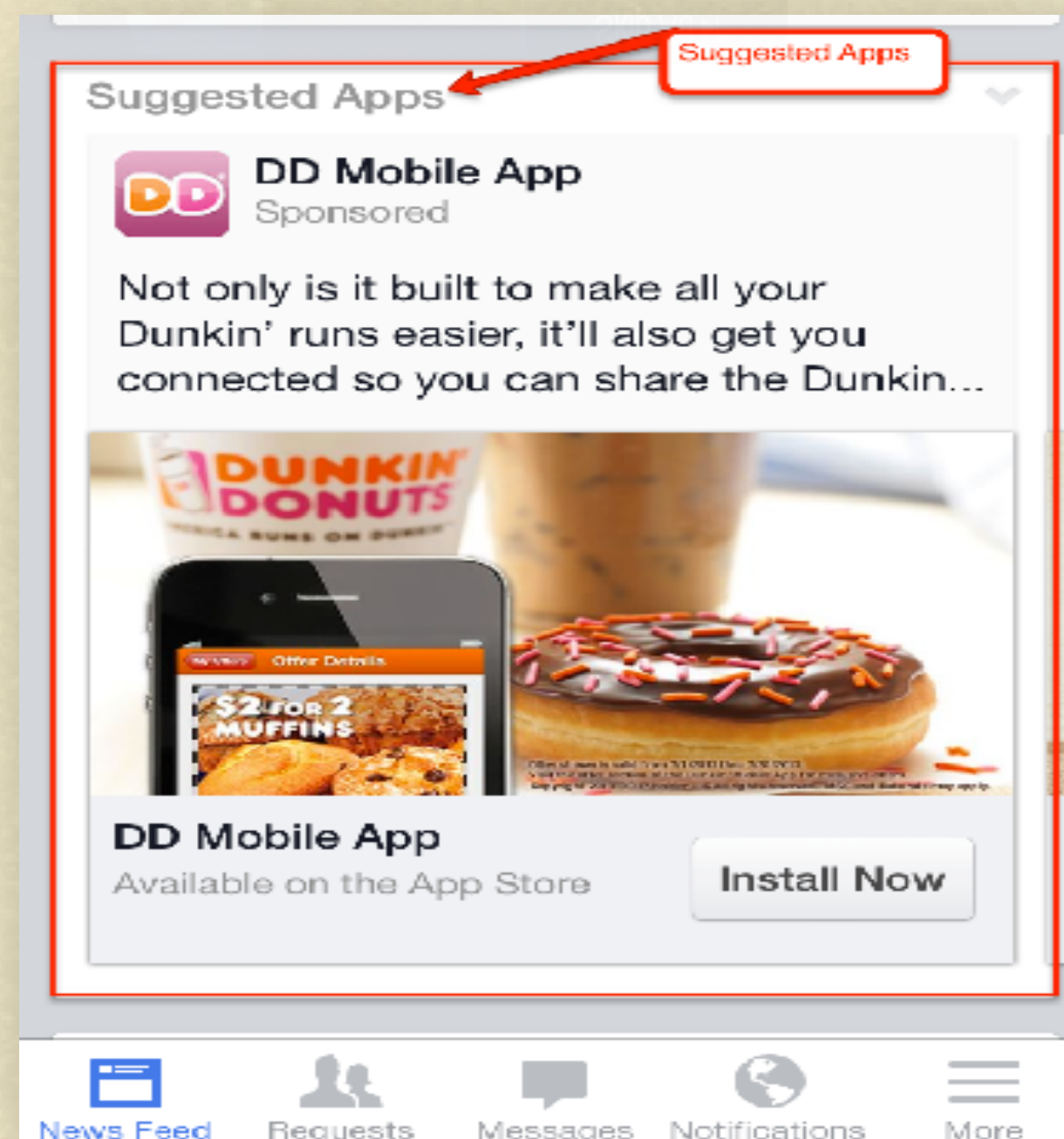
E-Mail Blast



Streaming

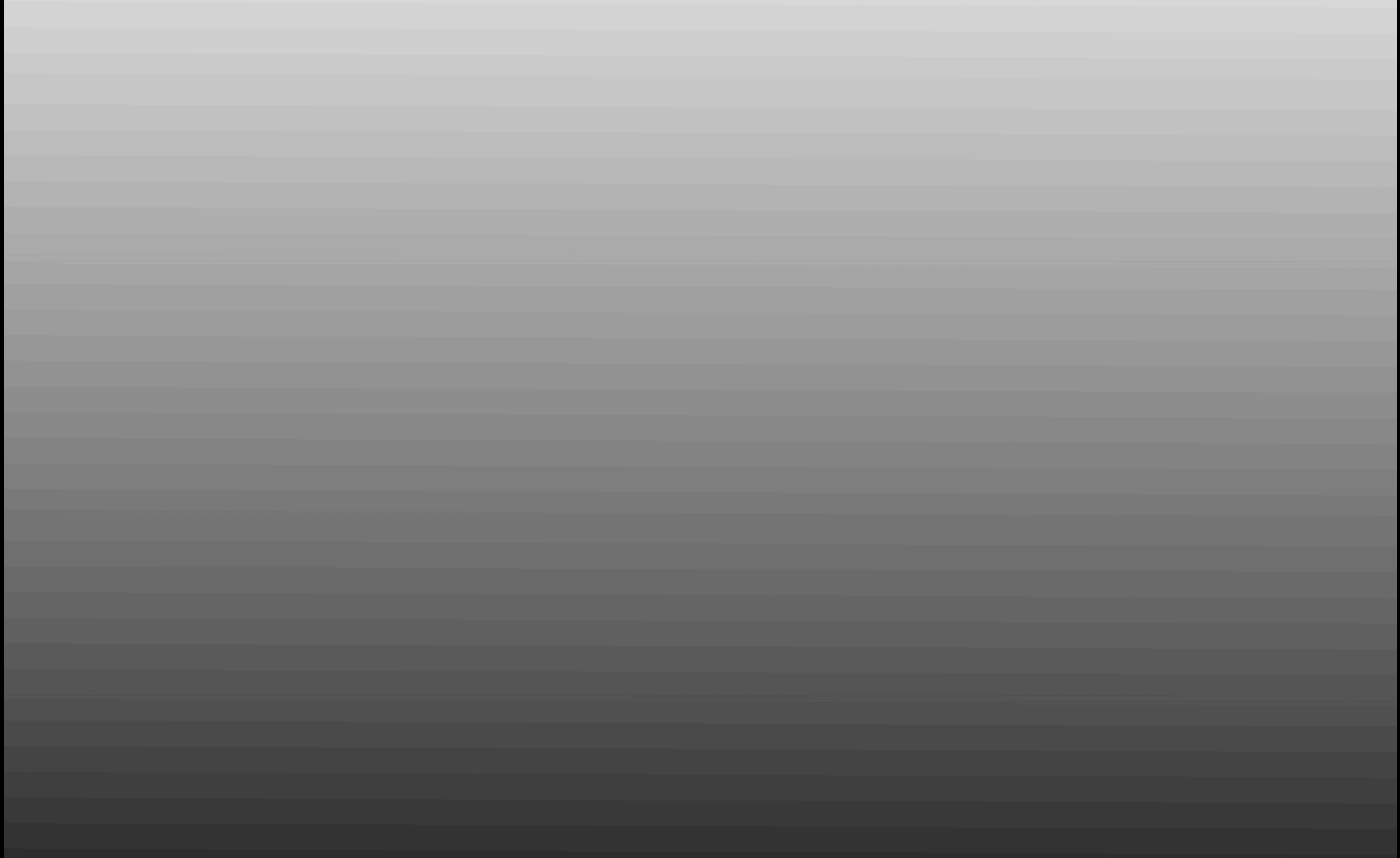


Facebook Newsfeed



Re-Targeting/Behavioral Targeting





Return on Marketing Investment:

Leads Before:
12,500

Leads After:
21,431

Sales Before:
2,500

Sales After:
4,073

Revenue:
6,516,800

Budget:
4,000,000

ROMI:
1:1.63

Added Value:



Thank You!





#FreeTheNation:

Appendix:

NGA'S MANIFESTO

When innovation is needed, spring into NGA for a solution. We are NGA also known as New Ground Advertising. NGA is an advertising agency that aims to help clients reach their ultimate goal. We'll show them the best and help eliminate the rest. Advertising can be complex, causing clients to make wayward decisions. NGA is here to offer sound judgment. Our client's results are important to us and we believe our approach, as an agency will allow our clients to feel the satisfaction in their newfound ability to deliver an effective service.



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Reaching Millennial car buyers

The issues: Millennials more likely to consider the opinions of family and extended family, and significantly more likely to consider the opinions of friends and colleagues before opting for their next vehicle. Millennials also more likely to consider the opinions of the media, which includes expert reviews in magazines, TV, or online.

Millennials expecting to shop for a vehicle in the next three years were significantly more likely to own a mobile device, such as a tablet computer or a smart phone, c. nine in 10 owning either or both.

The implications: Millennials' engagement with friends and family in their purchase decision reflects less experience in this market, and highlights the role of social media, both in the context of consumer to consumer and business to consumer. Tying social media activity to respected review offerings (press and sites) will create a comfortable space for Millennials.

Advertisers and marketers looking to intercept a soon- to-be Millennial car buyer would likely have the most luck engaging with these consumers on their mobile devices, either through mobile advertising, specific apps, or on social media – where Millennials also registered high engagement.

Why is it important to understand Millennials?

The issues: Millennials drive the economy, and are expected to spend \$1.4 trillion annually by 2020. They are diverse, tech-savvy and bruised by the economic downturn.

The implications:

- Millennials are not a homogenous group. Marketers need to adopt a segmented approach or risk alienating them through stereotyping.
- Marketing campaigns need to be designed from start to finish to be multichannel. The campaigns need to take advantage of the core strengths of each channel to make as personal a connection as possible.

How does one reach a moving target?

The issues: Millennials are adept time-shifters. About 40% of them stream programs rather than watch at the time of broadcast. More than three in 10 would rather give up broadcast television than their mobile phone, compared to just 7% of Boomers.

The implications

- Marketing must be participatory and “must see.” Millennials are content creators and known for their desire to be involved. Create real-time events that motivate viewers to tweet, post and share.
- Dedicate a larger share of marketing budgets to digital creativity and digital channels.

How important are emotions or making an emotional connection?

The issues: In addition to getting the most value for their money (71%), some factors that are very important to Millennials' purchase decisions include having a positive experience in stores (50%) and buying something that makes them feel good about themselves (42%).

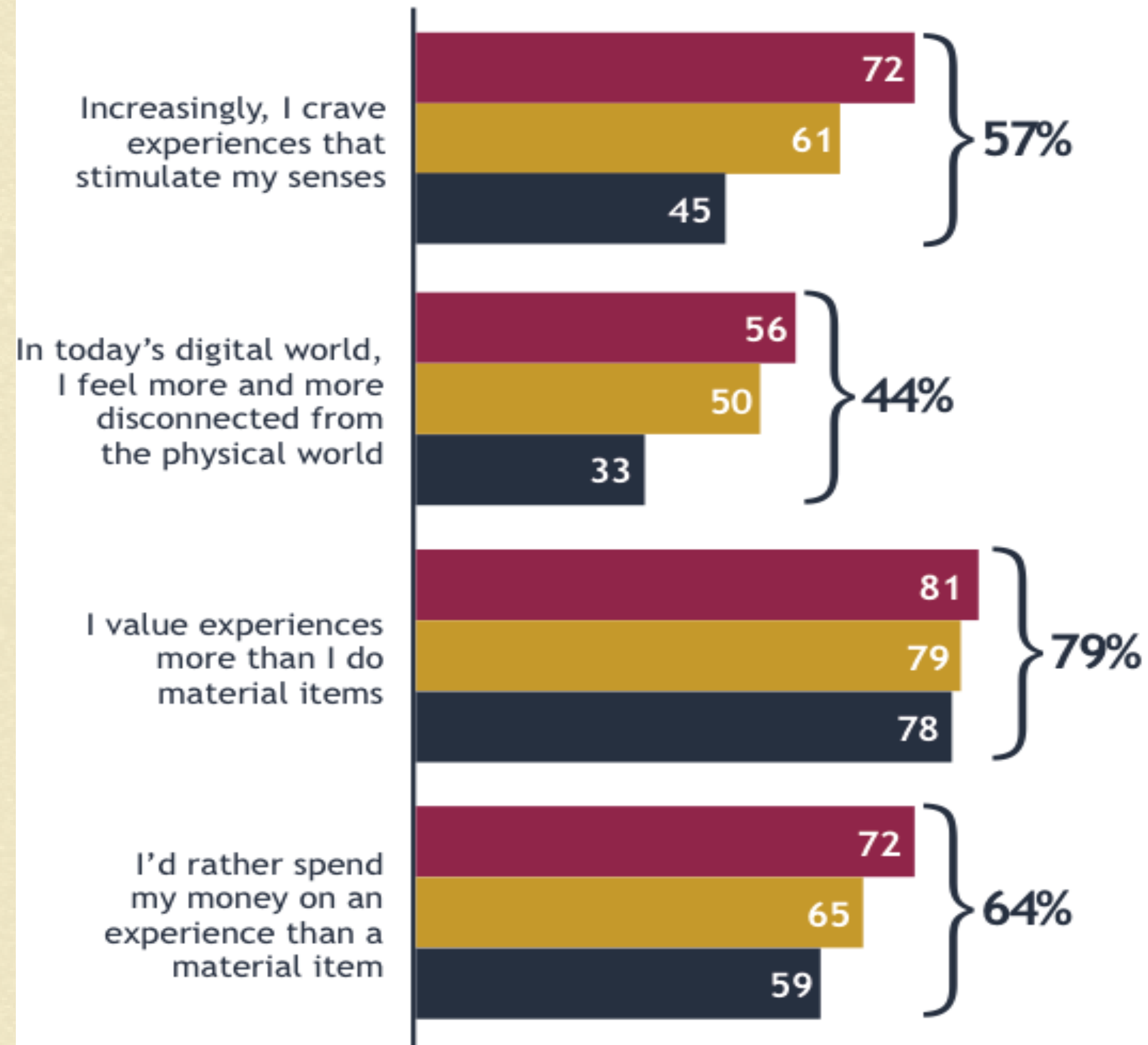
The implications:

- Do not cut corners when it comes to the customer experience whether in-store or online.
- Make altruism an integral part of the corporate culture and leverage it in brand marketing efforts. Take an active role in the community.

Sensory experiences

Percentage of American and British adults who agree

■ Millennials (18-34) ■ Gen Xers (35-47) ■ Boomers (48-67)



Millennial's Crave Sensory Experiences

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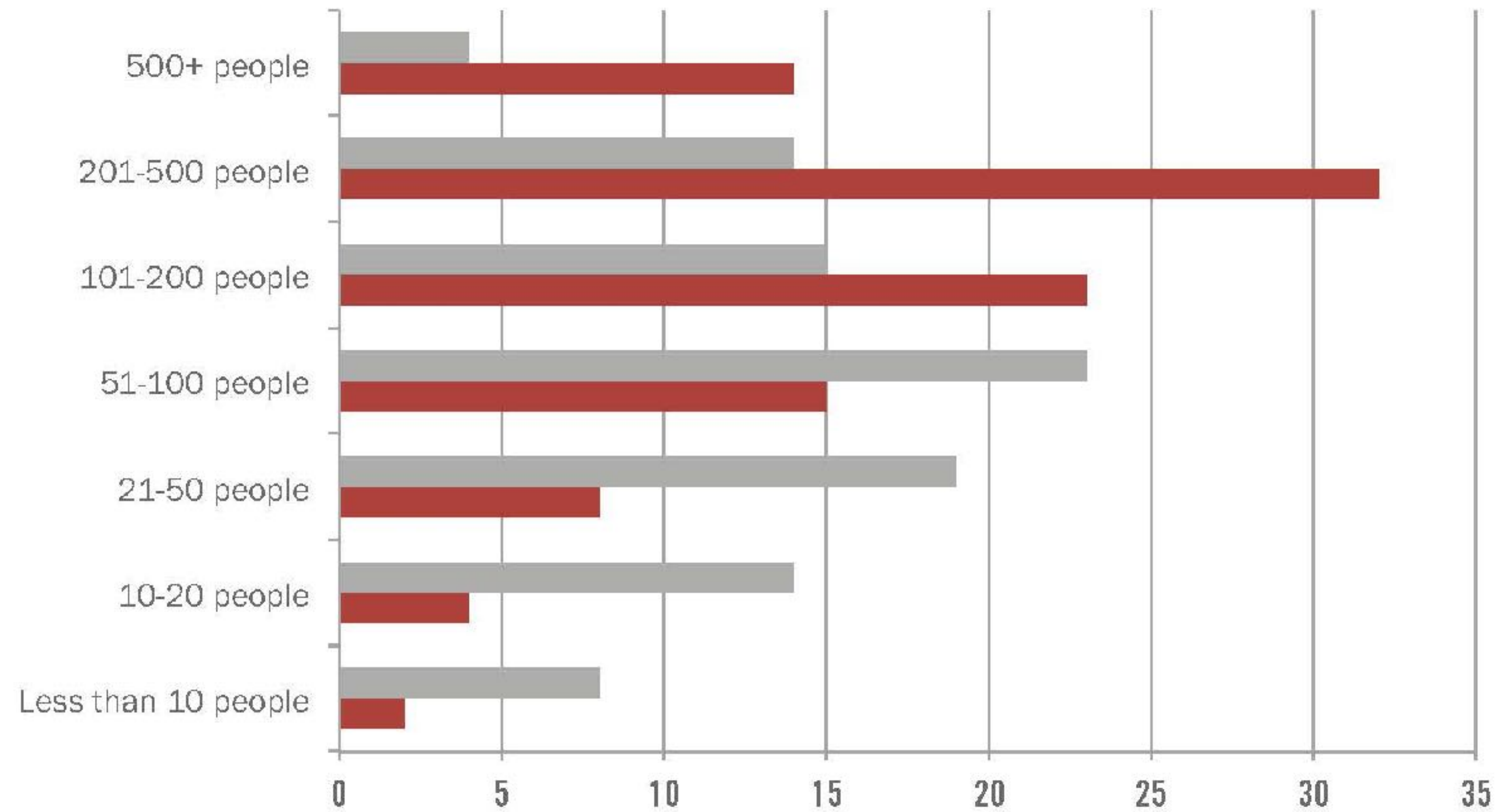
NEW PARADIGMS FOR MILLENNIAL ENGAGEMENT IN THE EXPERIENCE ECONOMY

Old Model	New Model
Interruption	Engagement
Reaction	Interaction
Heavy Users	Engaged Participants
Big Promises	Personal Gestures
Passive Consumers	Active Co-creators

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MILLENNIALS HAVE MORE FRIENDS

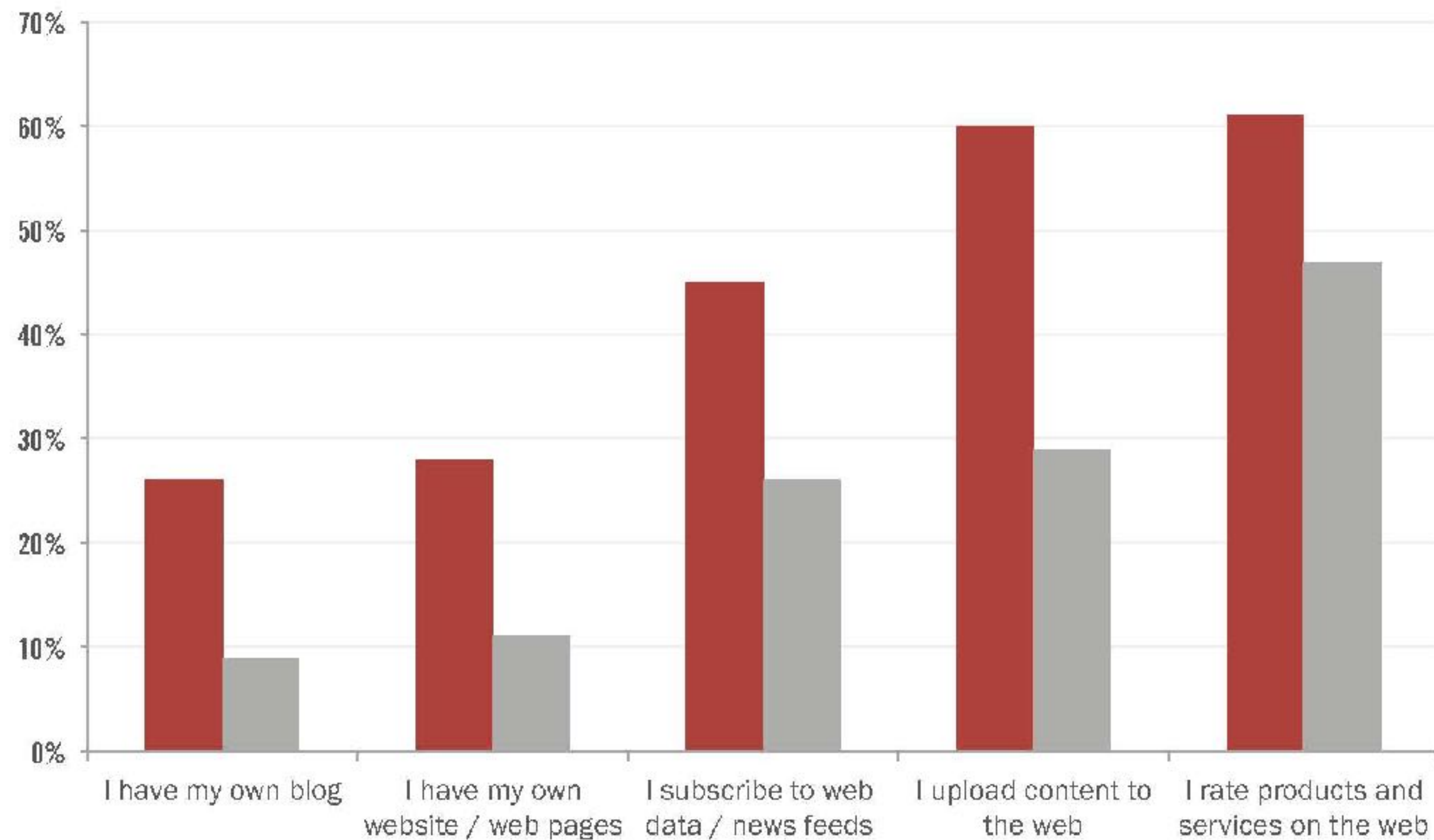
Number of connections on social networks is significantly larger



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MILLENNIALS CONTRIBUTE AND CONSUME MORE WEB CONTENT

Millennials outpace non-Millennials on all key usage models

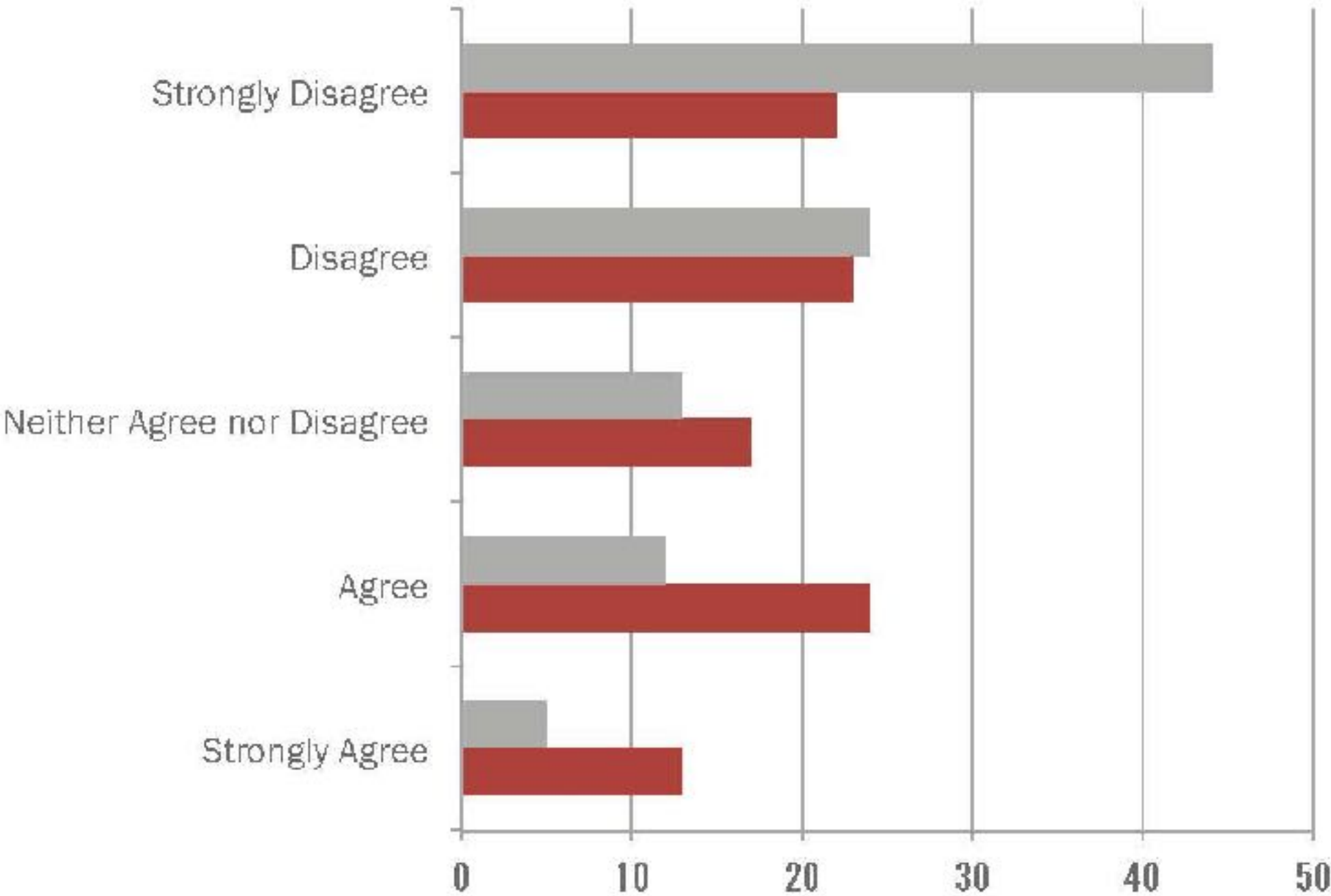


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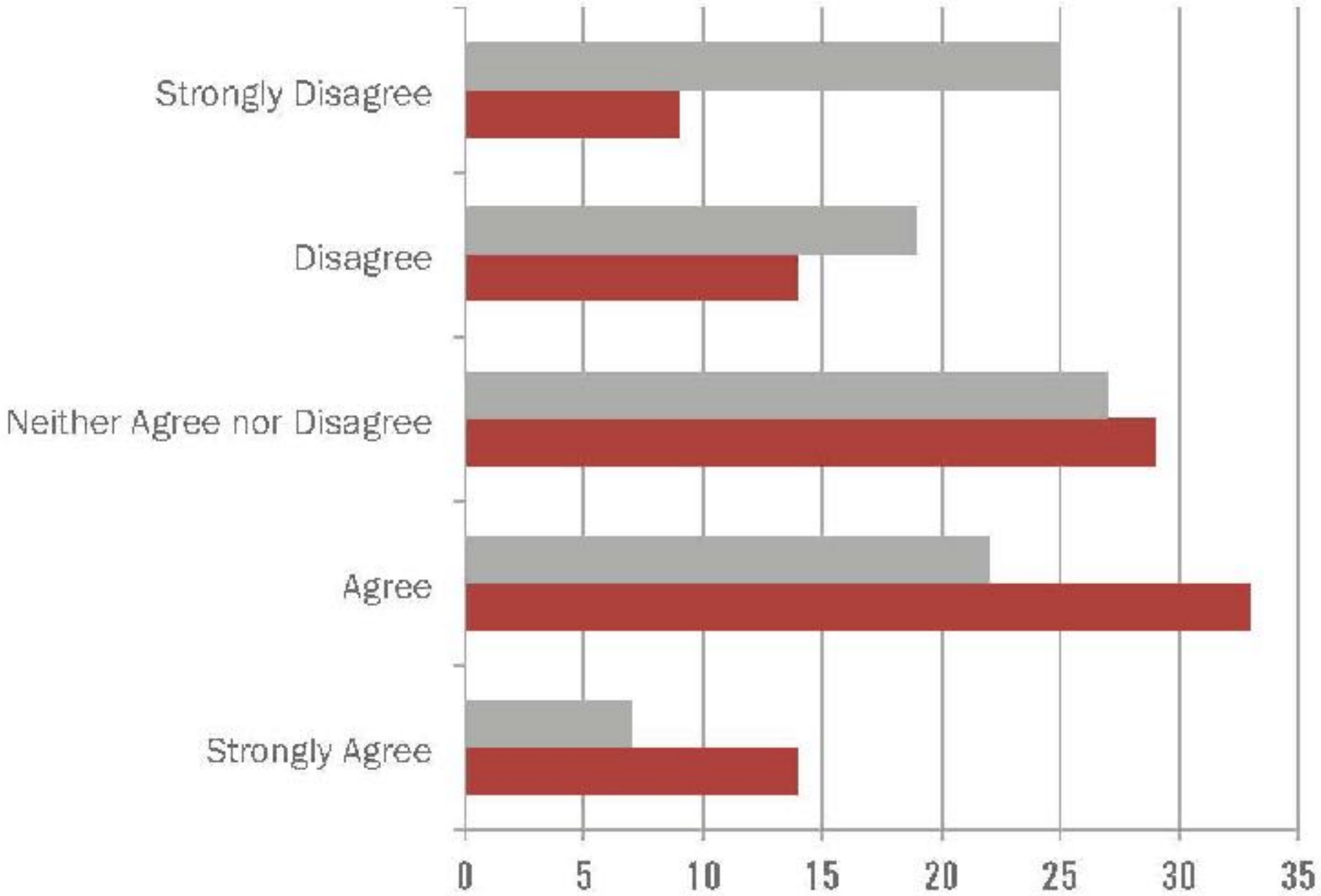
MILLENNIALS VALUE SOCIAL NETWORKING

Social media connections enrich their lives daily

“I feel like I’m missing something
if I’m not on Facebook every day.”

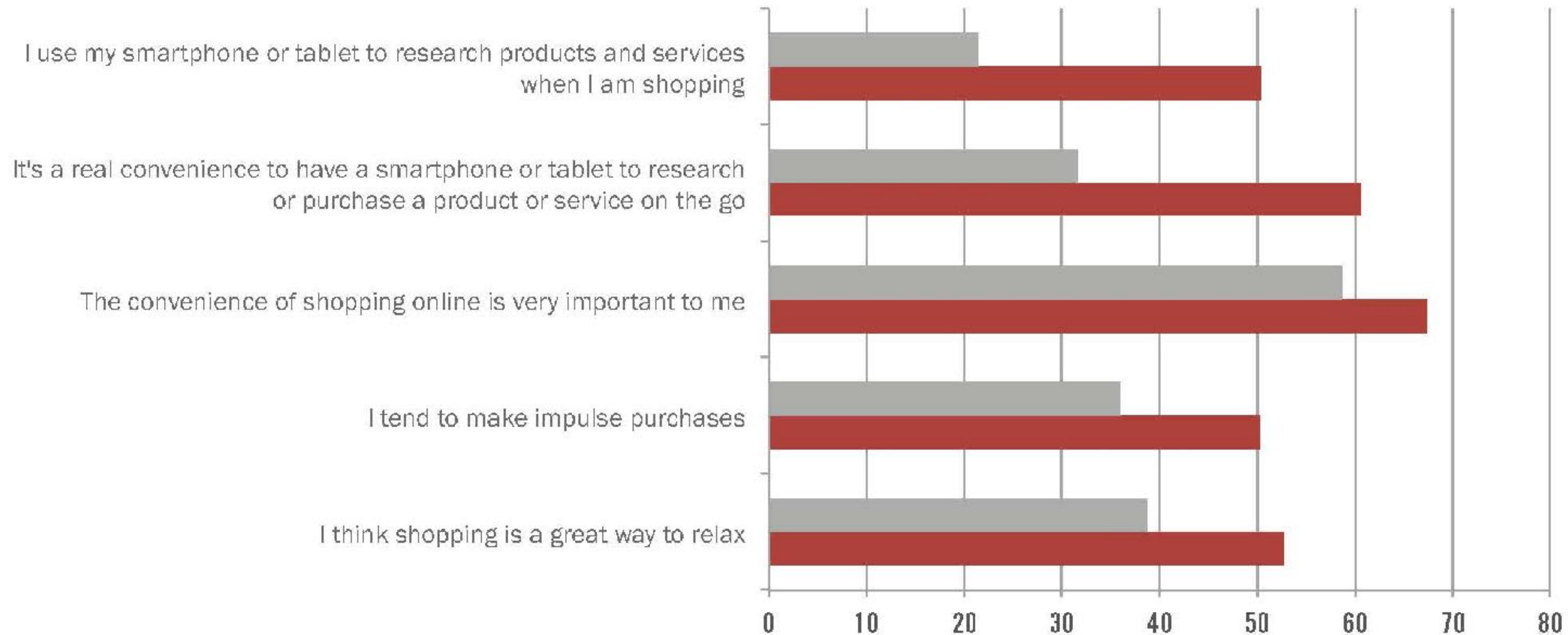


“My life feels richer now that I
am connected to more people
through social media.”



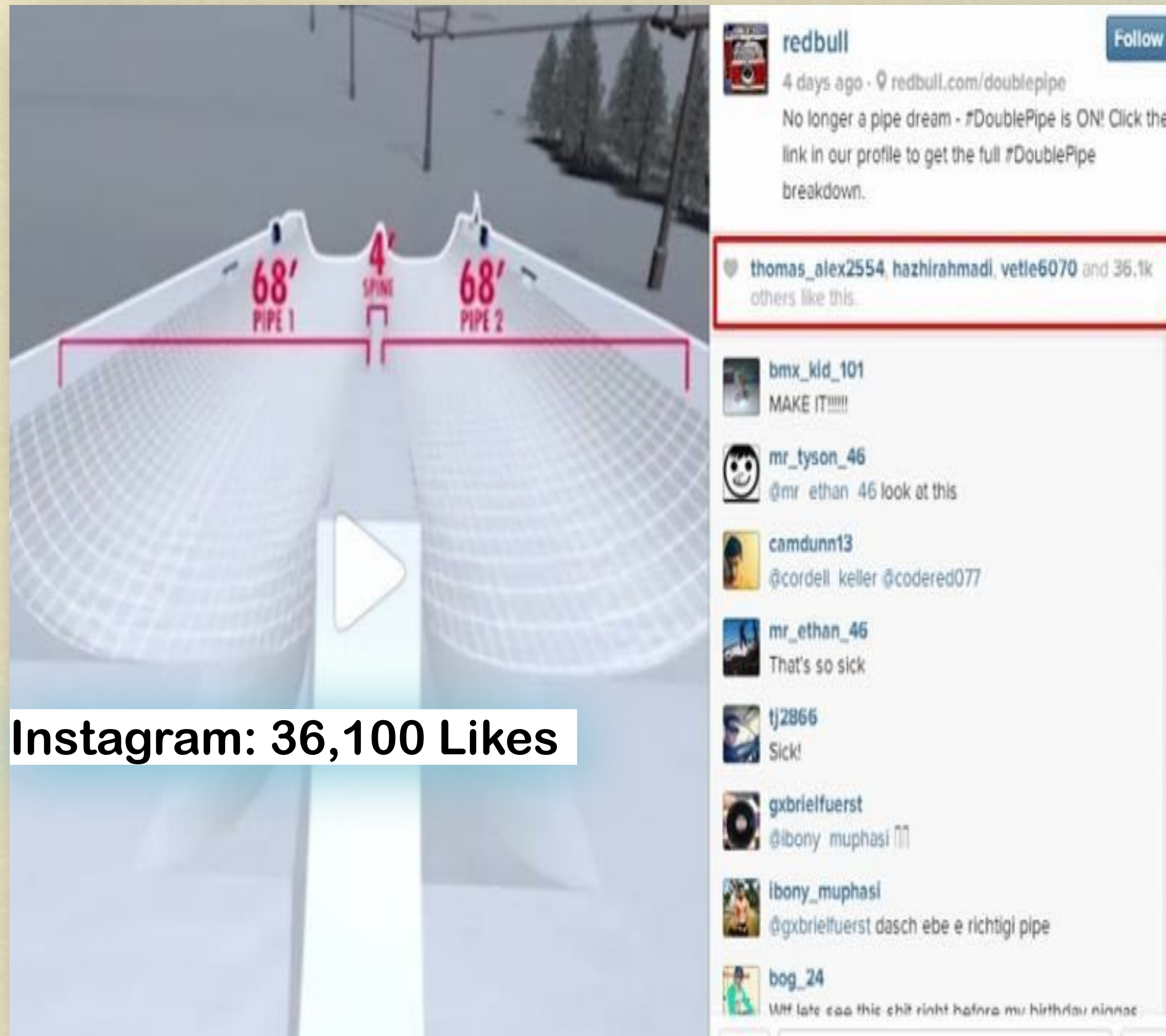
MILLENNIALS SHOP DIFFERENTLY

Attitudes, channel preferences and shopping behaviors differ from older generations



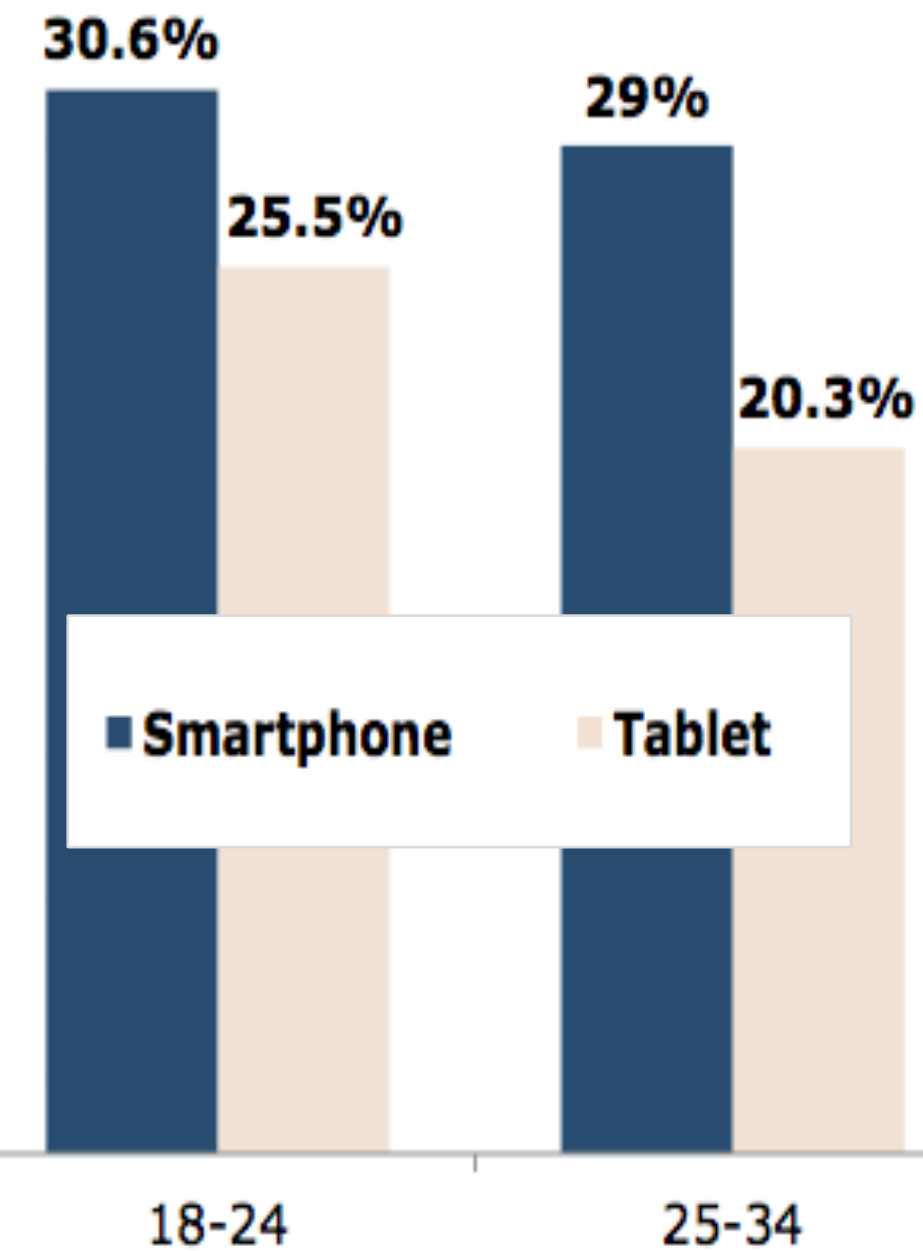
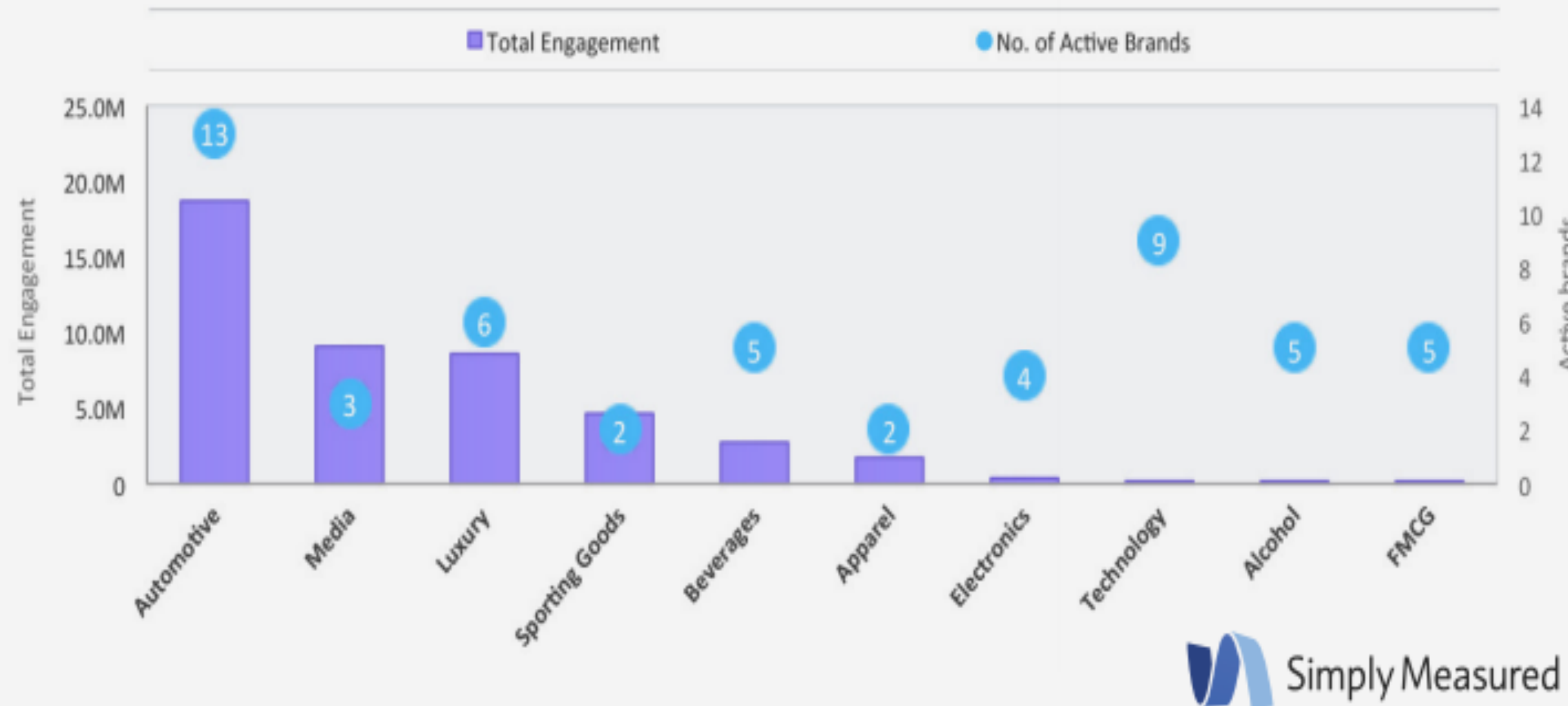
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Case Study: Red Bull user engagement



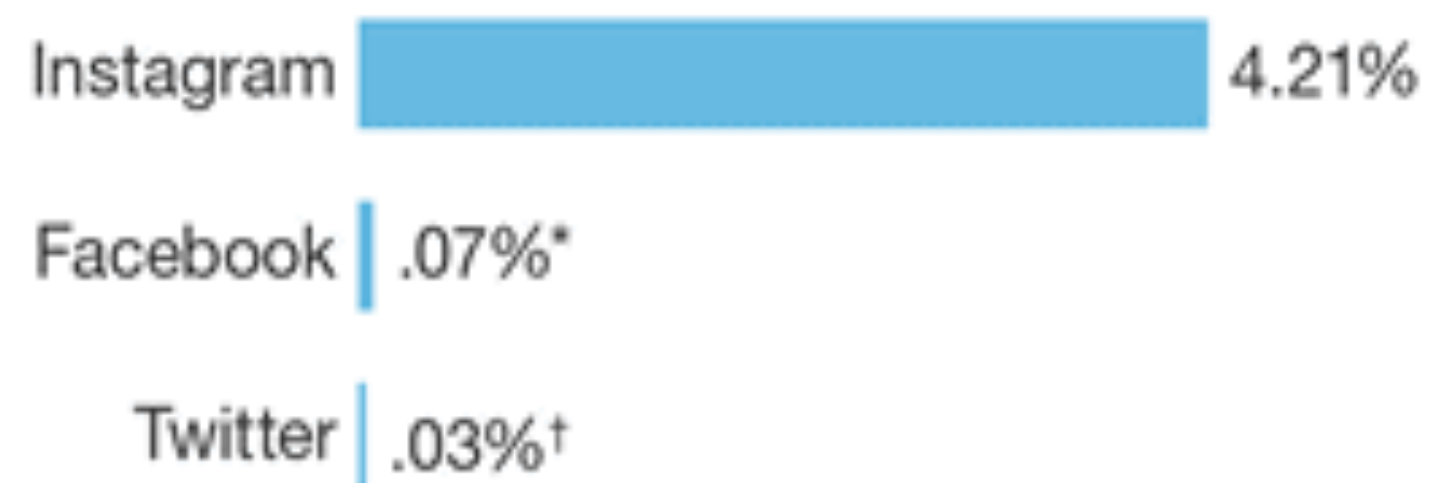
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Top Industries by Engagement



Age
Distribution
of
Instagram's
U.S. Mobile
Audience:
March 2014

User interactions with brands' posts as a percentage of brands' fans or followers

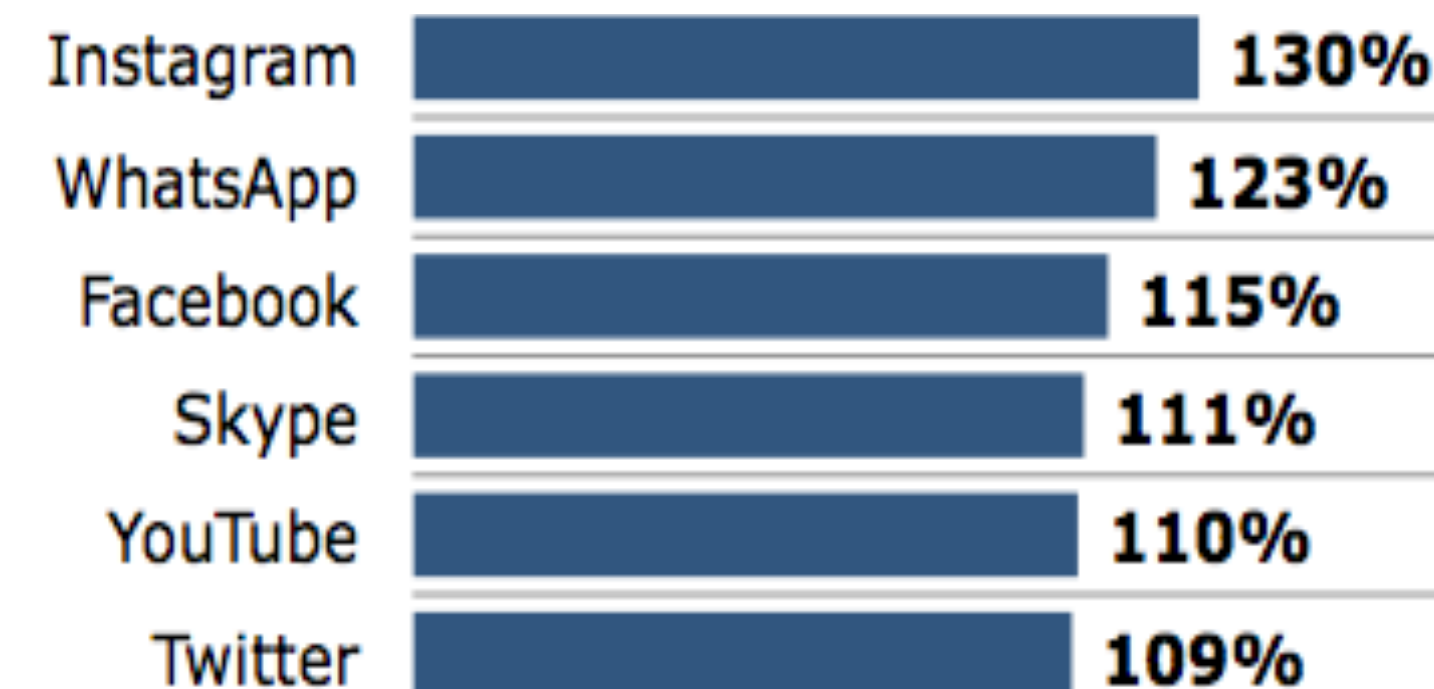


Base: 1,526,388 user interactions on 162 Instagram brand posts

*Base: 1,405,249 user interactions on 329 Facebook brand posts

†Base: 98,298 user interactions on 910 Twitter brand posts

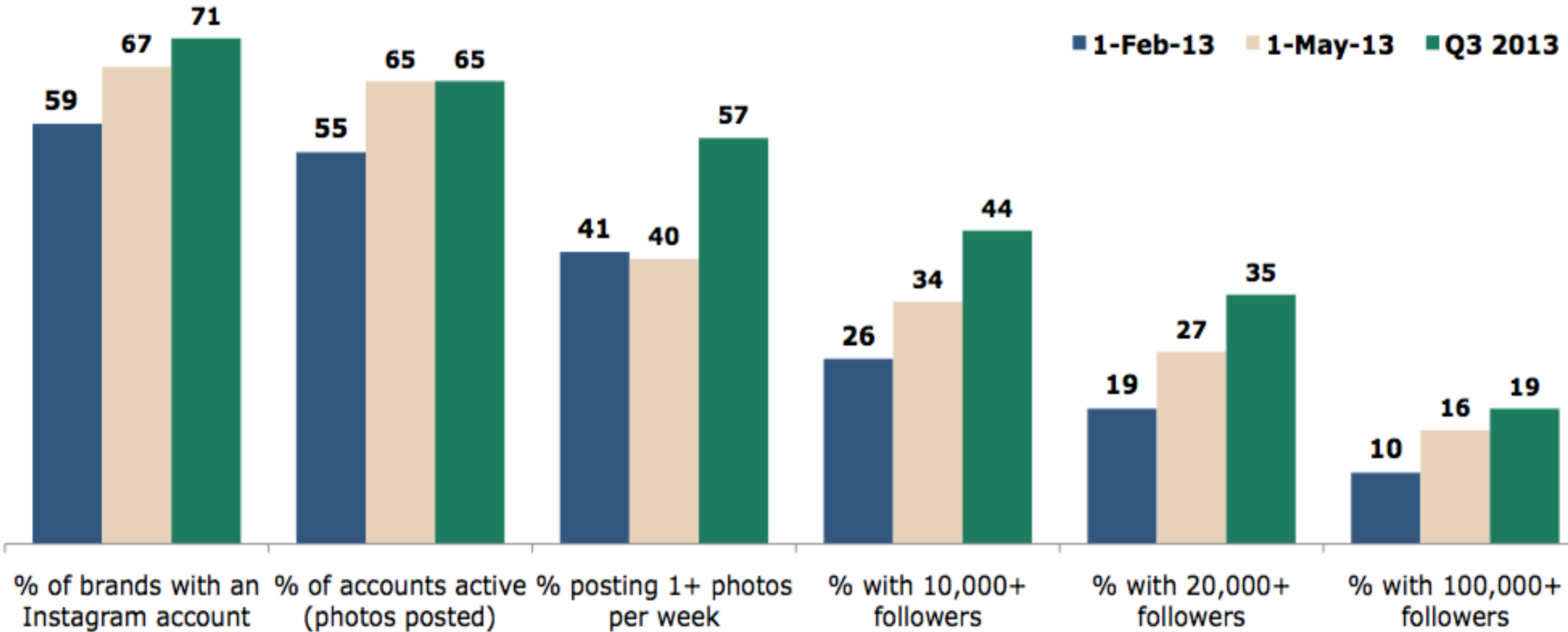
Fastest Growing Mobile Apps: Q1-Q3 2013



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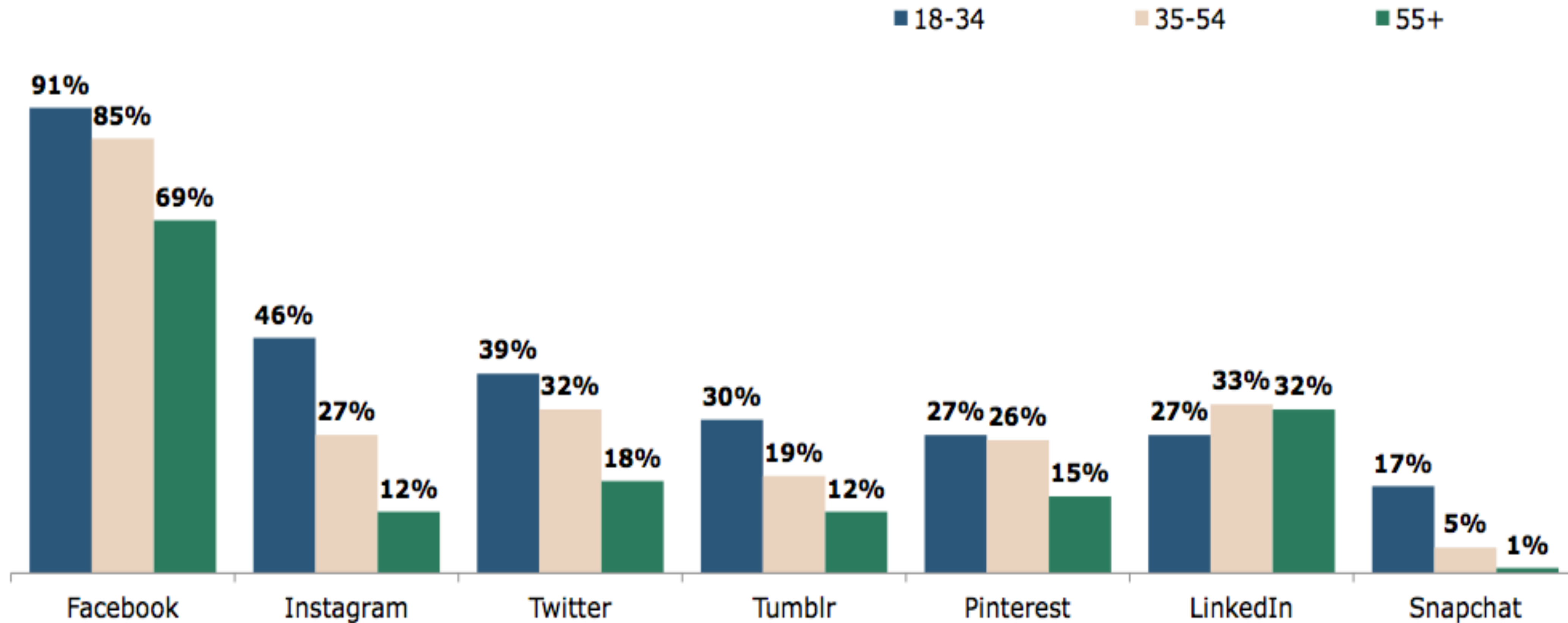
Interbrand 100's Adoption of Instagram

%
October 2013



US Penetration Among Selected Social Networks

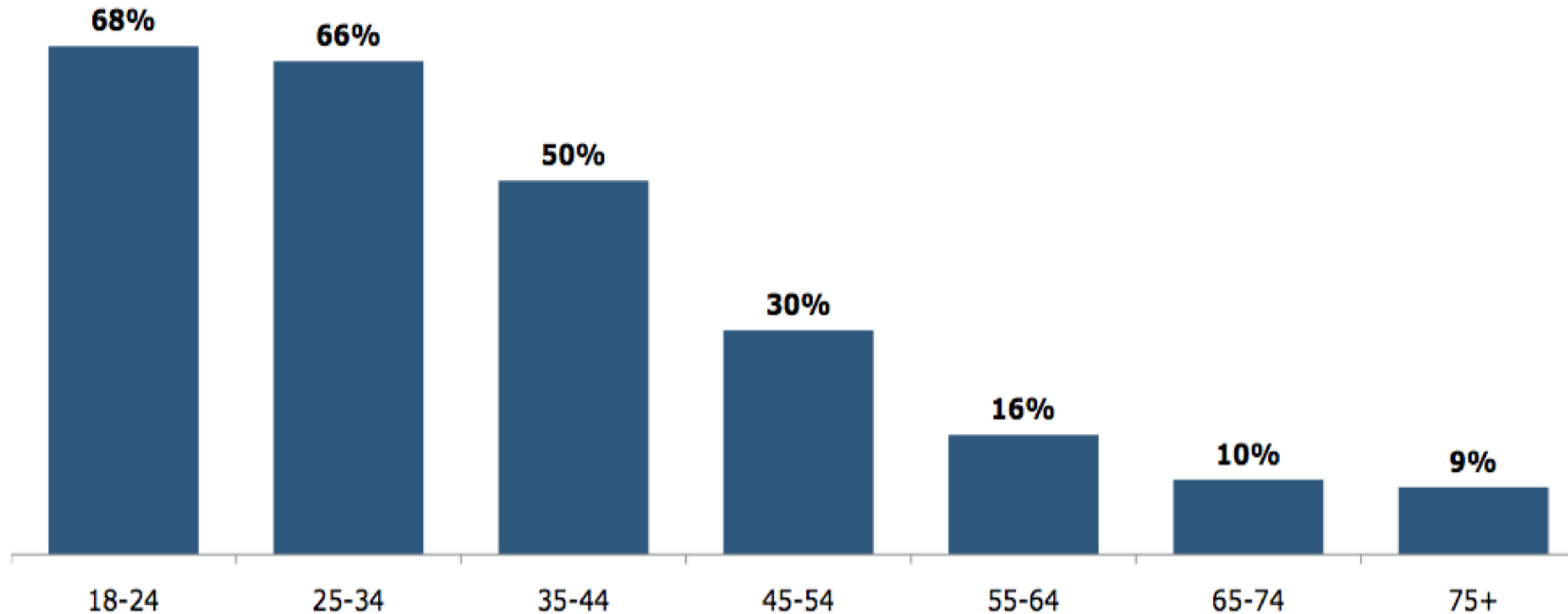
age 18+ / social networks selected based on at least 1 billion combined desktop, smartphone and tablet minutes in November 2013
during November 2013



Mobile App Use While Shopping In-Store, by Age Group

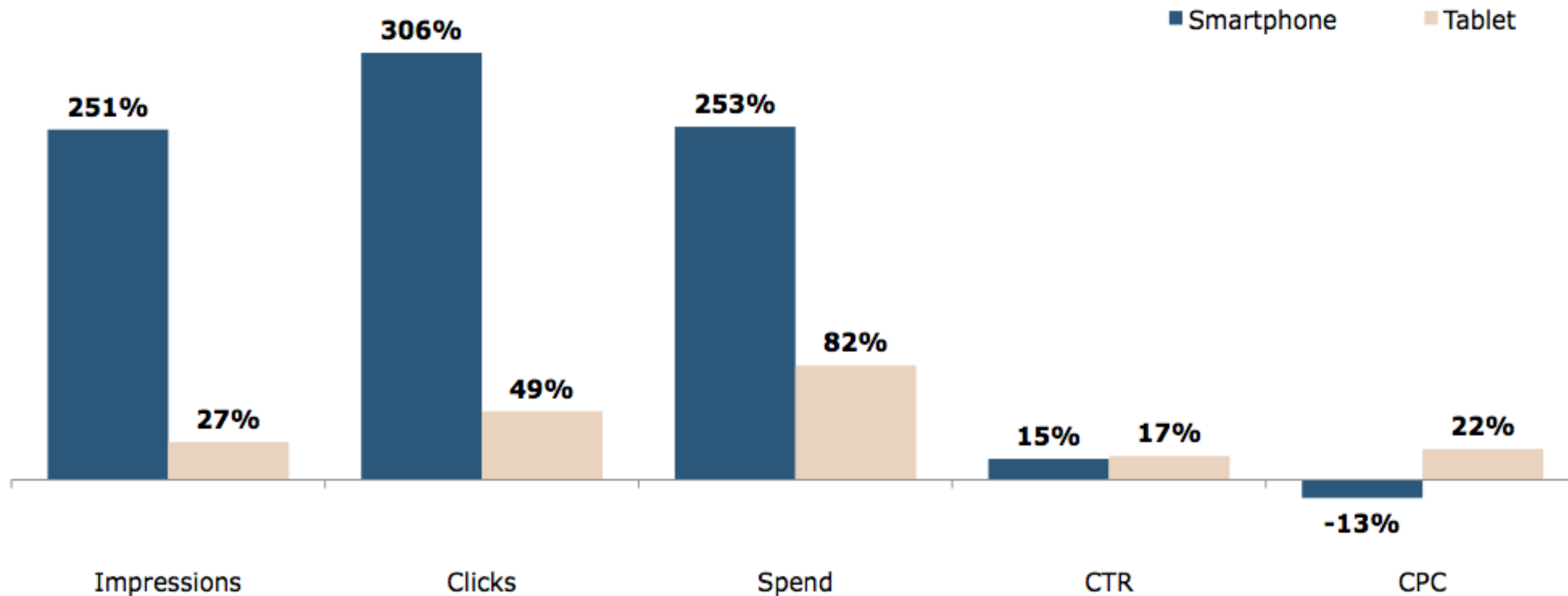
% of respondents

July 2014



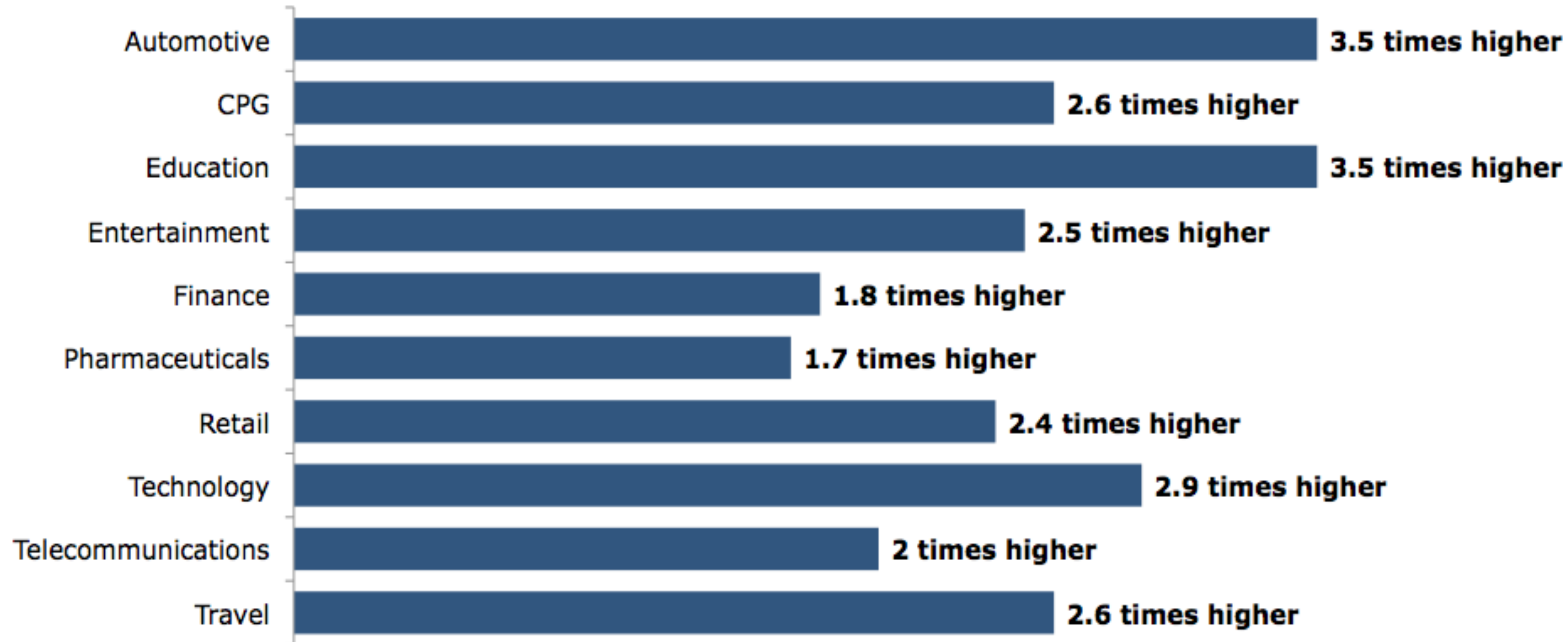
US Mobile Search Advertising Growth, by Device

% growth year-over-year
in Q4 2013

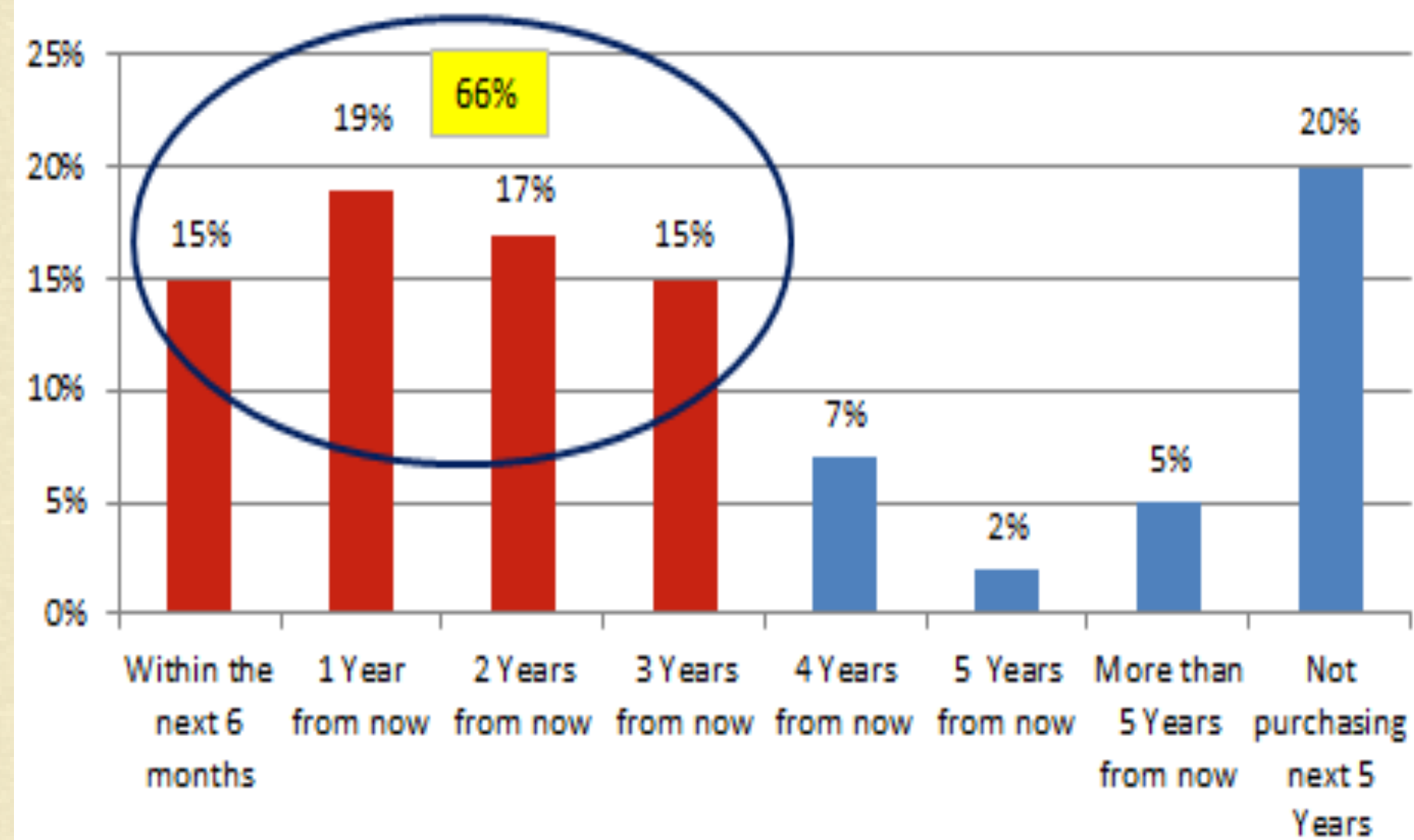


Mobile Rich Media and Video Ad CTR Compared to Standard Banner

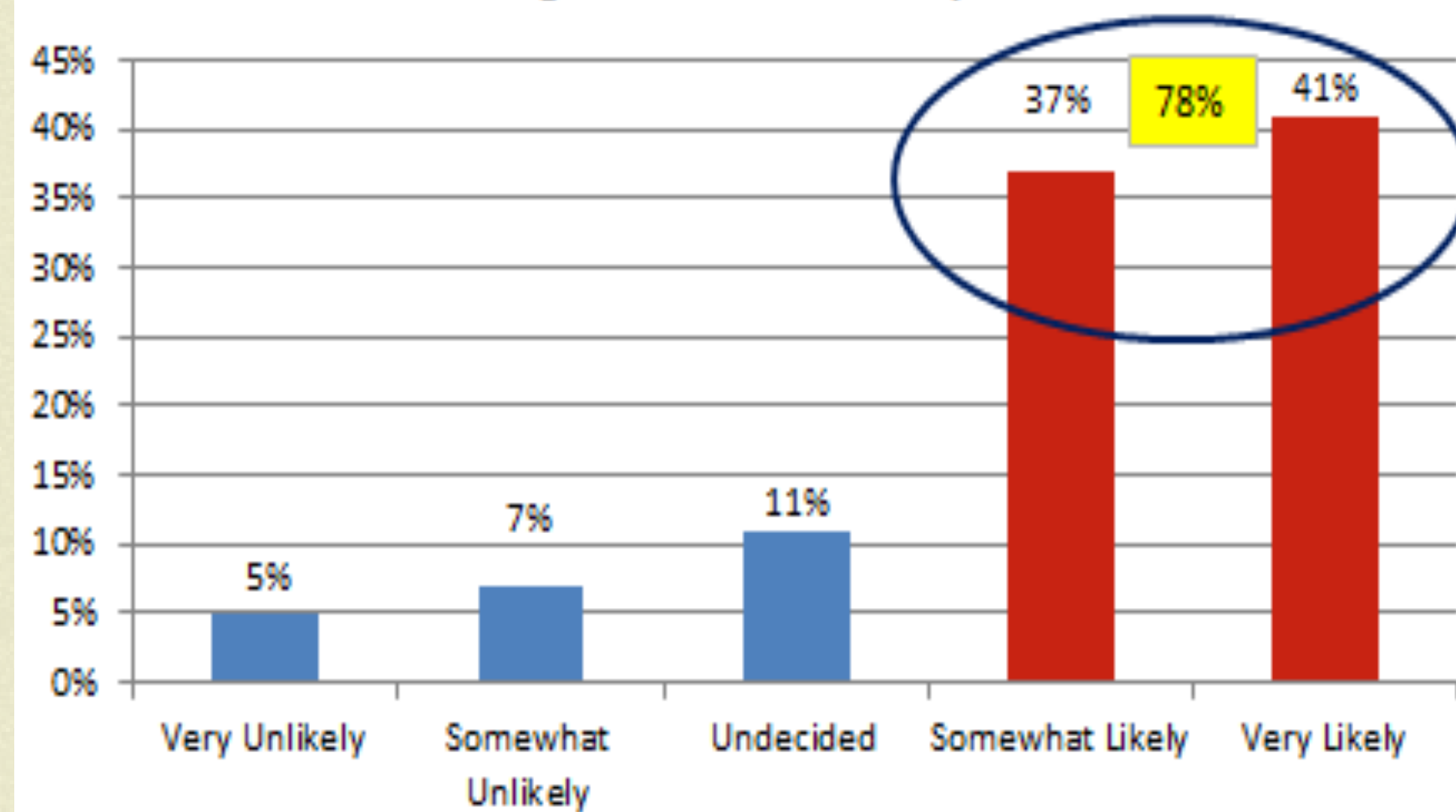
average CTR difference by top 10-spending vertical, on the Millennial Media network
in 2013



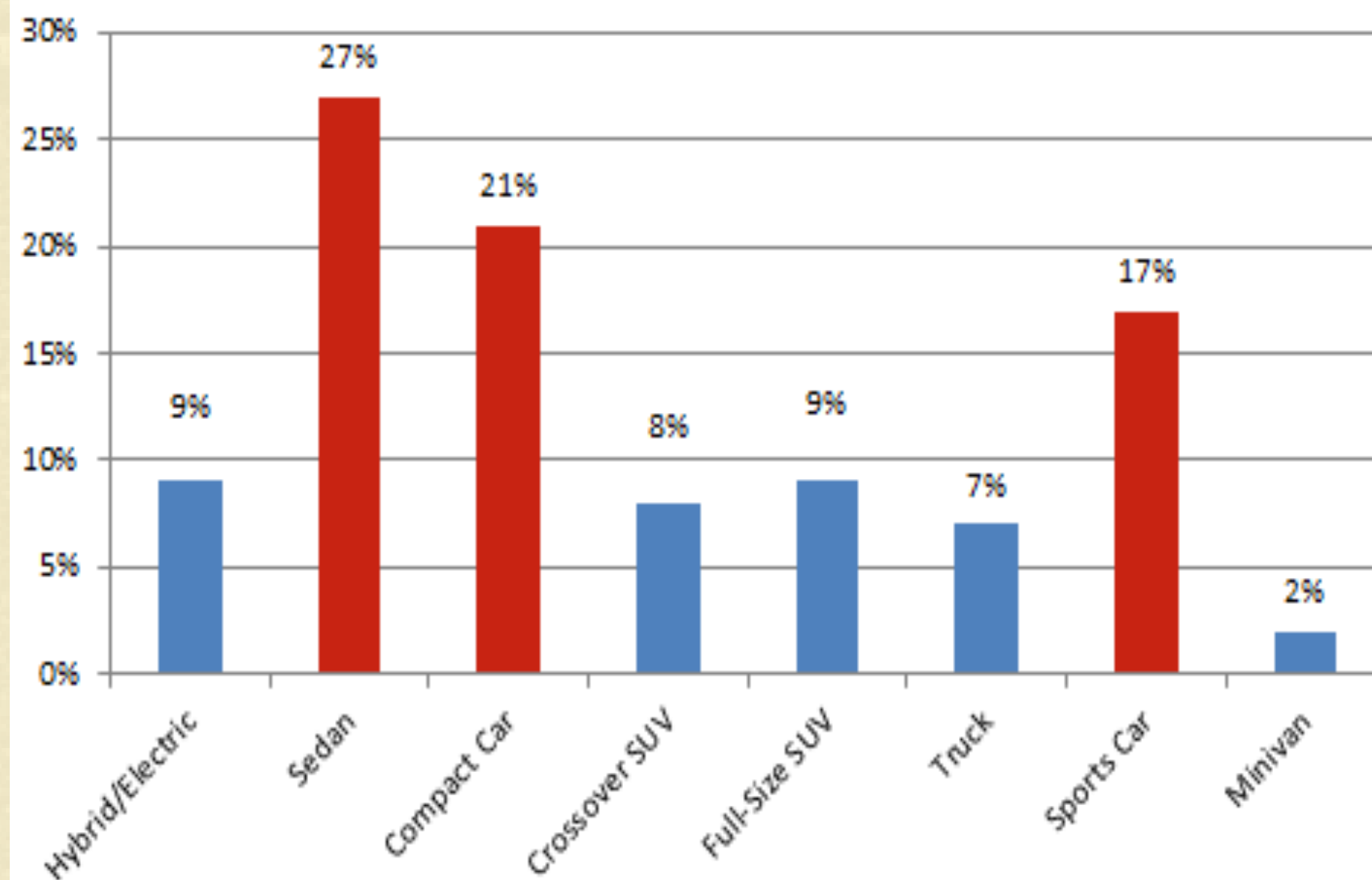
When do you or someone else in your household plan to buy a vehicle(s)?



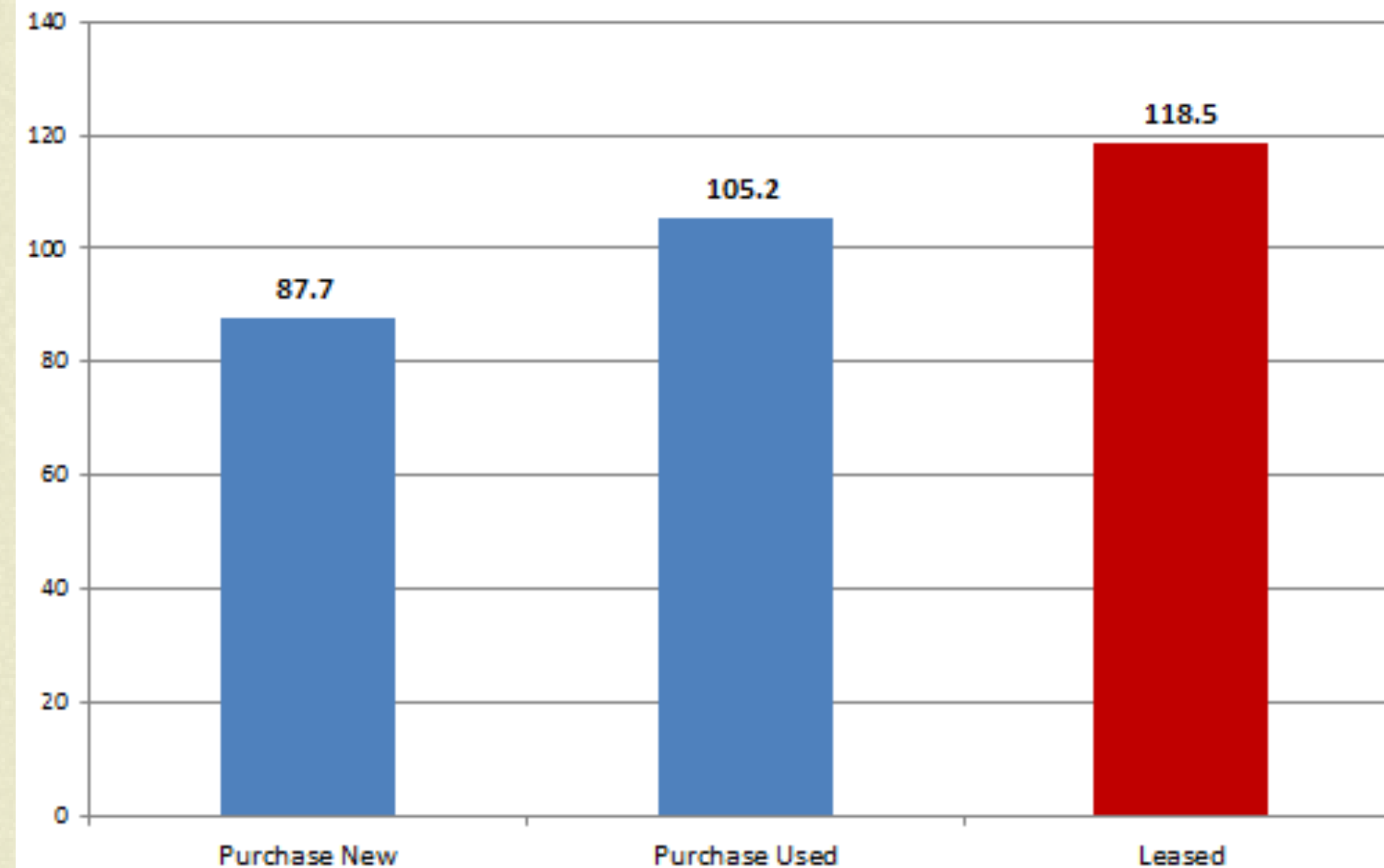
If you had a great car purchasing experience with a certain dealership, how likely are you to purchase a vehicle from that dealer again over the course of your life?



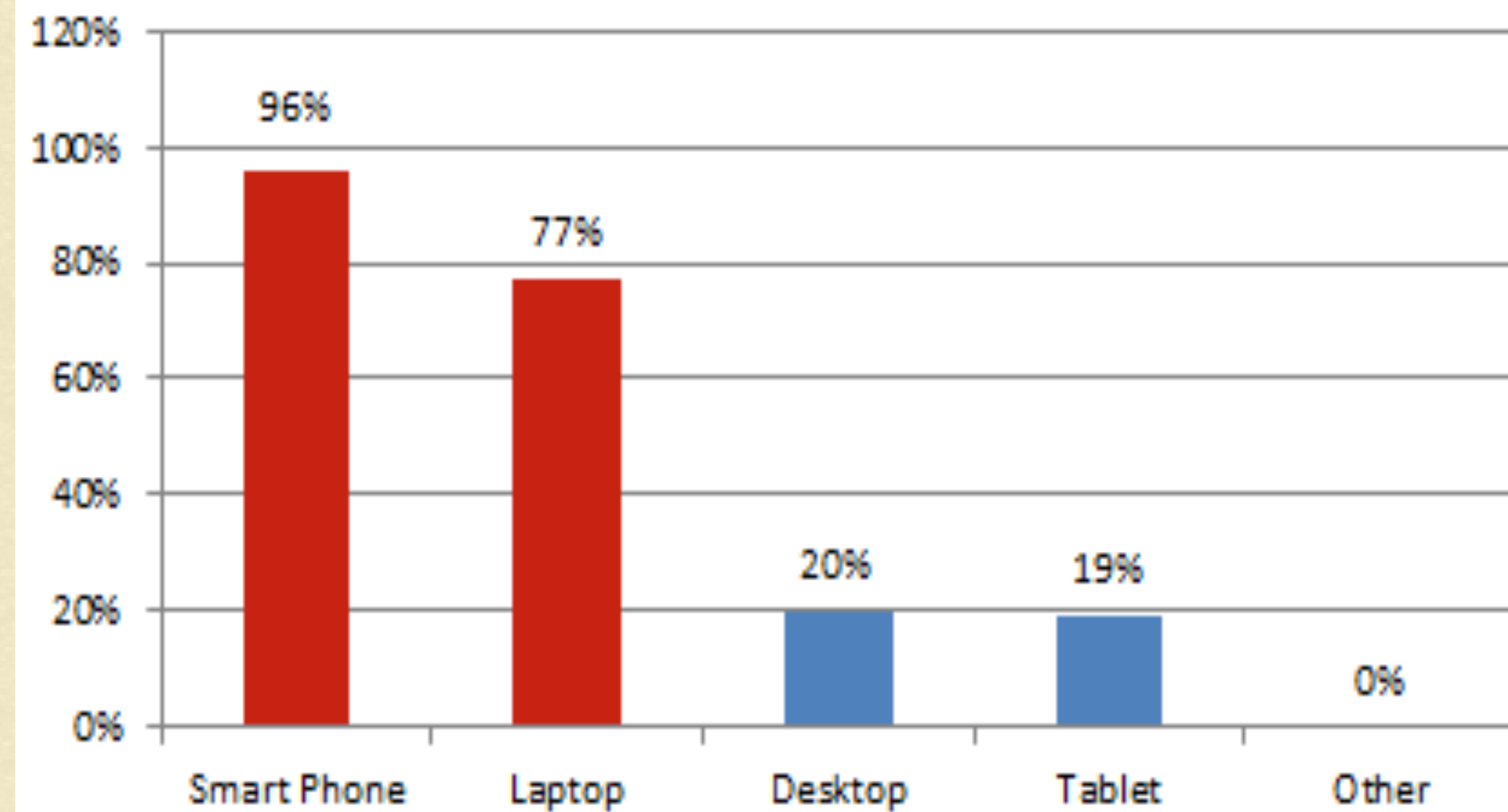
Millennials Most Preferred Vehicle Choice



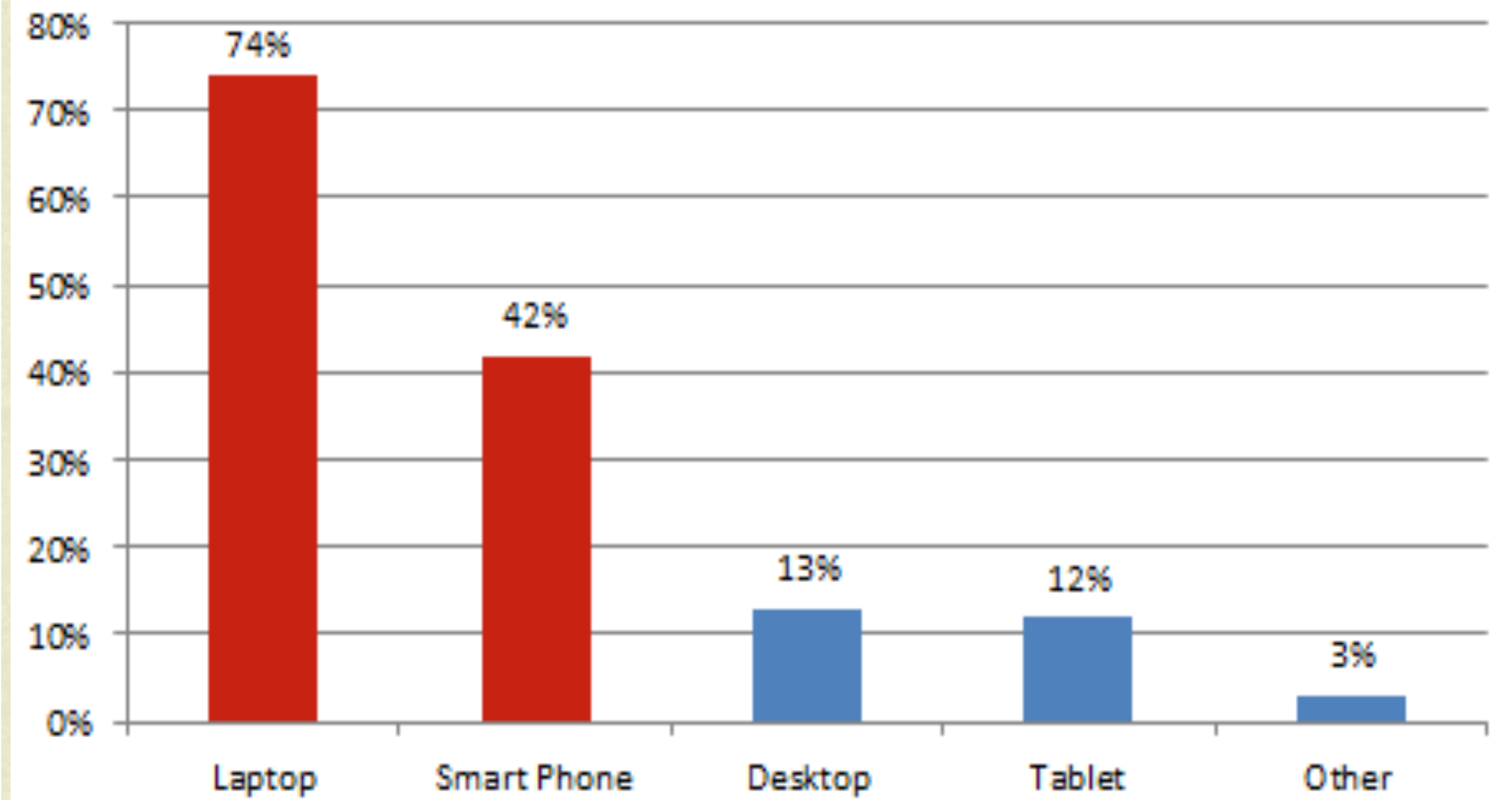
Vehicle Purchase Index:



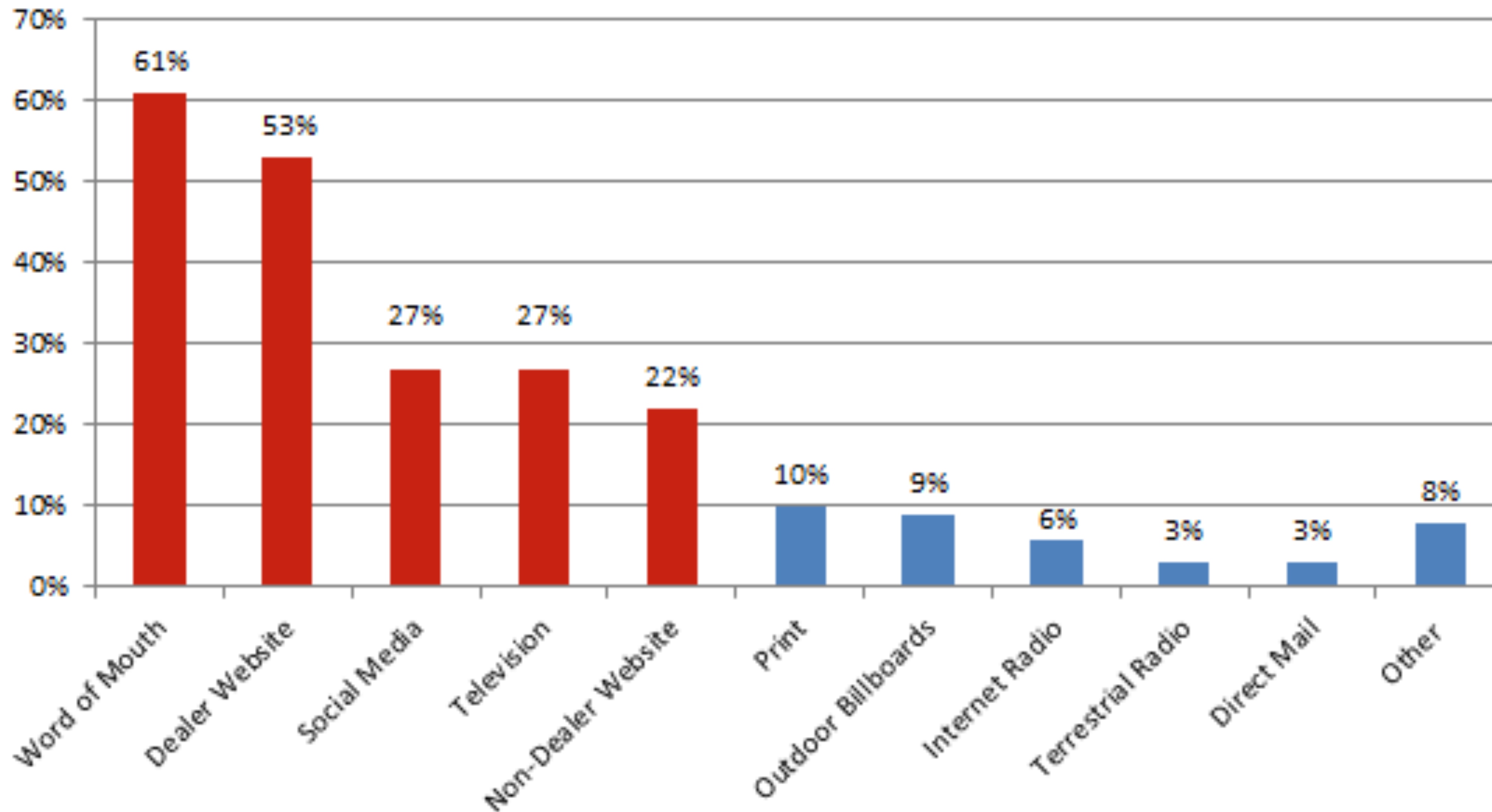
Which of the following platforms do you use most on a daily basis?



Which of the following platforms do you use most in your vehicle decision-making process?



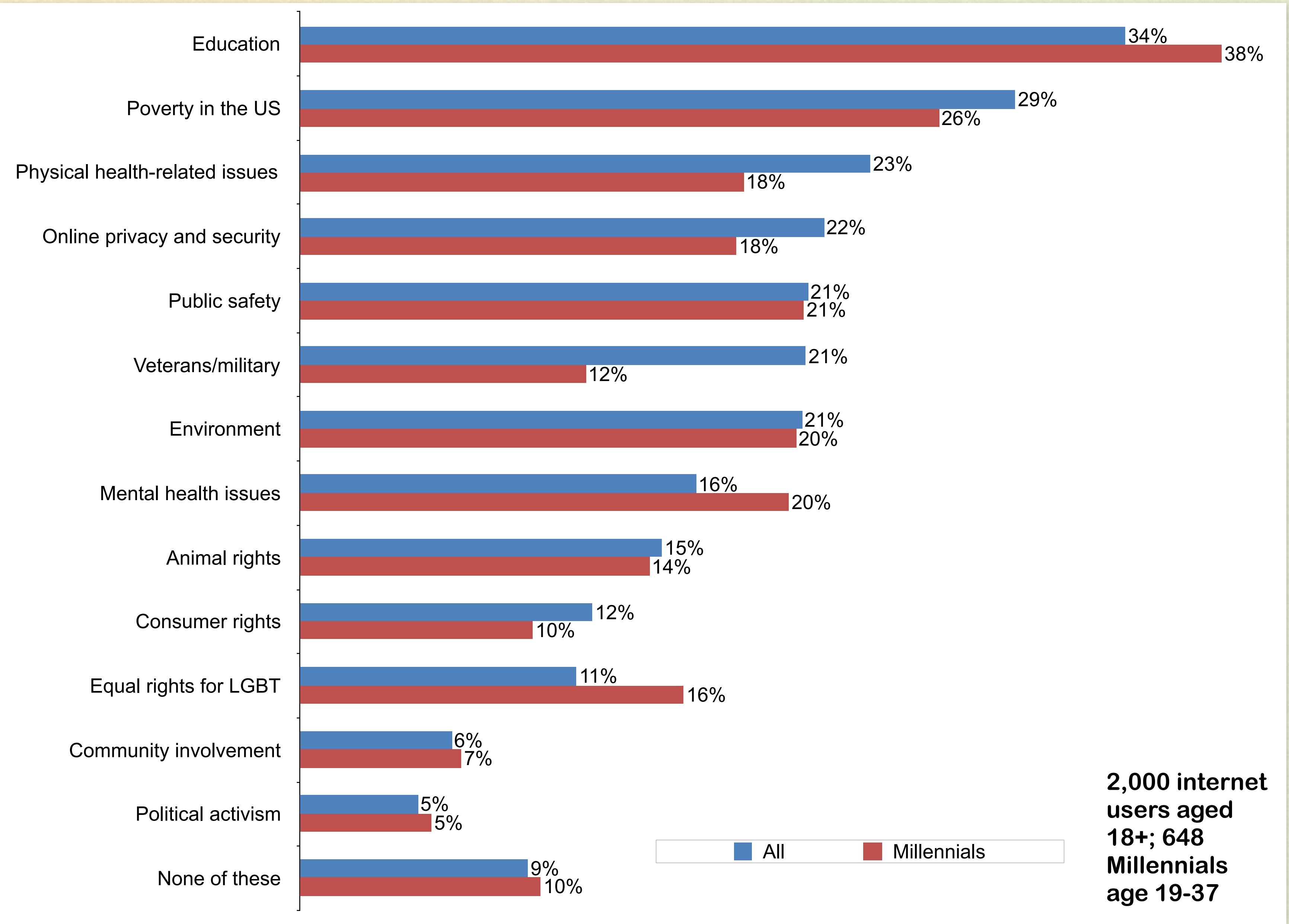
Which of the following information sources have the biggest influence on your vehicle shopping/decision-making process?



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Most important social issues, by all and Millennials, November 2013

“Please tell us which of the following social issues are the most important to you, personally?” (Select up to three)



		Total	Adults 18 - 34
Total	Audience(00)	35,530	10,071
	Resps	3,663	530
	%Col	100.0	100.0
	%Row	100.0	28.3
	Index	100.0	100.0
Early Morning Fringe - Broadcast	Audience(00)	147	25
	Resps	810	82
	%Col	0.4	0.2
	%Row	100.0	16.8
	Index	100.0	59.4
Early Morning - Broadcast	Audience(00)	367	73
	Resps	1,397	143
	%Col	1.0	0.7
	%Row	100.0	19.8
	Index	100.0	69.7
Daytime - Broadcast	Audience(00)	235	55
	Resps	1,757	180
	%Col	0.7	0.5
	%Row	100.0	23.3
	Index	100.0	82.2
Early Fringe - Broadcast	Audience(00)	300	49
	Resps	1,151	75
	%Col	0.8	0.5
	%Row	100.0	16.3
	Index	100.0	57.5

Early News - Broadcast	Audience(00)	587	90
	Resps	2,043	181
	%Col	1.7	0.9
	%Row	100.0	15.3
	Index	100.0	53.9
Prime Access - Broadcast	Audience(00)	1,180	219
	Resps	1,964	184
	%Col	3.3	2.2
	%Row	100.0	18.6
	Index	100.0	65.5
Primetime - Broadcast	Audience(00)	525	111
	Resps	2,730	300
	%Col	1.5	1.1
	%Row	100.0	21.0
	Index	100.0	74.3
Late News - Broadcast	Audience(00)	485	85
	Resps	1,459	126
	%Col	1.4	0.8
	%Row	100.0	17.6
	Index	100.0	62.1
Late Fringe - Broadcast	Audience(00)	278	48
	Resps	1,256	103
	%Col	0.8	0.5
	%Row	100.0	17.1
	Index	100.0	60.5

Early Morning Fringe - Cable	Audience(00)	11	*3
	Resps	284	41
	%Col	0.0	0.0
	%Row	100.0	27.7
	Index	100.0	97.6
Early Morning - Cable	Audience(00)	23	*6
	Resps	560	60
	%Col	0.1	0.1
	%Row	100.0	24.2
	Index	100.0	85.5
Daytime - Cable	Audience(00)	20	6
	Resps	1,361	225
	%Col	0.1	0.1
	%Row	100.0	31.5
	Index	100.0	111.0
Early Fringe - Cable	Audience(00)	29	9
	Resps	646	124
	%Col	0.1	0.1
	%Row	100.0	32.8
	Index	100.0	115.6
Early News - Cable	Audience(00)	48	14
	Resps	1,132	181
	%Col	0.1	0.1
	%Row	100.0	28.9
	Index	100.0	101.8

Prime Access - Cable	Audience(00)	97	27
	Resps	1,148	187
	%Col	0.3	0.3
	%Row	100.0	28.1
	Index	100.0	99.2
Primetime - Cable	Audience(00)	54	13
	Resps	2,406	375
	%Col	0.2	0.1
	%Row	100.0	24.6
	Index	100.0	86.6
Late News - Cable	Audience(00)	47	15
	Resps	993	190
	%Col	0.1	0.1
	%Row	100.0	31.4
	Index	100.0	110.8
Late Fringe - Cable	Audience(00)	30	9
	Resps	843	150
	%Col	0.1	0.1
	%Row	100.0	30.7
	Index	100.0	108.3

Digital Media:

	AutoNation 2015									
	Market Audience*	Reach	Potential Reach	Weekly Freq	Est. Weekly IMPs	Flight Weeks	Total IMPs	eCPM	Est. Net Cost	Ad Serving
Banner/ Display Retargeting	800,000	26%	208,000	15	3,120,000	52.0	162,240,000	\$ 3.00	\$ 486,720.00	\$22,713.60
FBX Right Rail	800,000	10%	80,000	12	960,000	52.0	49,920,000	\$ 1.00	\$ 49,920.00	\$ 6,988.80
Pre Roll/ Online Video	800,000	32%	256,000	5	1,280,000	26.0	33,280,000	\$ 13.00	\$ 432,640.00	\$ 4,659.20
Email Blast	800,000	33%	264,000	2	528,000	16.0	8,448,000	\$ 40.00	\$ 337,920.00	\$ 1,182.72
Online Streaming (pandora)	800,000	15%	120,000	5	600,000	14.0	8,400,000	\$ 8.00	\$ 67,200.00	\$ 1,176.00
Facebook News Feed	800,000	17%	136,000	3	408,000	15.0	6,120,000	\$ 13.00	\$ 79,560.00	\$ 856.80
Static Banner	800,000	20%	160,000	7	1,120,000	14.0	15,680,000	\$ 10.00	\$ 156,800.00	\$ 2,195.20
					TOTAL SPEND	\$ 1,610,760.00				

MARKET

SQAD RELEASE:

1ST. QTR 2015 CPP					2ND. QTR 2015 CPP				
MEDIUM	DAYPAF	2015 CPP GROSS	NTC % Adjustmen	2015 CPP NET	MEDIUM	DAYPAF	2015 CPP GROSS	NTC % Adjustme	2015 CPP NET
TV GM	EM	\$ 766.00	0.85	\$ 651.10	TV GM	EM	\$ 882.00	0.85	\$ 749.70
	EN	\$ 456.00	0.85	\$ 387.60		EN	\$ 506.00	0.85	\$ 430.10
	DA	\$ 686.00	0.85	\$ 583.10		DA	\$ 792.00	0.85	\$ 673.20
	EF	\$ 1,195.00	0.85	\$ 1,015.75		EF	\$ 1,367.00	0.85	\$ 1,161.95
	PA	\$ 1,661.00	0.85	\$ 1,411.85		PA	\$ 1,925.00	0.85	\$ 1,636.25
	PR	\$ 1,531.50	0.85	\$ 1,301.78		PR	\$ 1,726.12	0.85	\$ 1,467.20
	LN	\$ 1,718.00	0.85	\$ 1,460.30		LN	\$ 1,834.00	0.85	\$ 1,558.90
	LF	\$ 1,069.00	0.85	\$ 908.65		LF	\$ 1,177.00	0.85	\$ 1,000.45
TV GM CPP based on					TV GM CPP based on				
TV HISP CPP based on					TV HISP CPP based on				
Radio GM CPP based on					Radio GM CPP based on				
Radio HISP CPP based on					Radio HISP CPP based on				
3RD QTR 2015 CPP					4TH QTR 2015 CPP				
MEDIUM	DAYPAF	2015 CPP GROSS	NTC % Adjustmen	2015 CPP NET	MEDIUM	DAYPAF	2015 CPP GROSS	NTC % Adjustme	2015 CPP NET
TV GM	EM	\$ 872.00	0.85	\$ 741.20	TV GM	EM	\$ 927.00	0.85	\$ 787.95
	EN	\$ 463.00	0.85	\$ 393.55		EN	\$ 537.00	0.85	\$ 456.45
	DA	\$ 778.00	0.85	\$ 661.30		DA	\$ 872.00	0.85	\$ 741.20
	EF	\$ 1,335.00	0.85	\$ 1,134.75		EF	\$ 1,455.00	0.85	\$ 1,236.75
	PA	\$ 1,919.00	0.85	\$ 1,631.15		PA	\$ 2,025.00	0.85	\$ 1,721.25
	PR	\$ 1,683.38	0.85	\$ 1,430.87		PR	\$ 1,754.25	0.85	\$ 1,491.11
	LN	\$ 1,880.00	0.85	\$ 1,598.00		LN	\$ 1,991.00	0.85	\$ 1,692.35
	LF	\$ 1,154.00	0.85	\$ 980.90		LF	\$ 1,293.00	0.85	\$ 1,099.05

CPP Worksheet

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Daypart Mix:

AutoNation 2015											
Market:											
Revision #: Original											
Date:											
District:											
Broadcast TV			Q 1		Q 2		Q 3		Q 4		AVG
Daypart	Code	Description	Percentage	Jan-Mar CPP	Percentage	Apr-Jun CPP	Percentage	Jul-Sep CPP	Percentage	Oct-Dec CPP	
Early Morning	EM		50%	\$ 651.10	50%	\$ 749.70	50%	\$ 741.20	50%	\$ 787.95	
Daytime	DA		0%	\$ 583.10	0%	\$ 673.20	0%	\$ 661.30	0%	\$ 741.20	
Early Fringe	EF		0%	\$1,015.75	0%	\$ 1,161.95	0%	\$ 1,134.75	0%	\$ 1,236.75	
Early News	EN		0%	\$ 387.60	0%	\$ 430.10	0%	\$ 393.55	0%	\$ 456.45	
Prime Access	PA		0%	\$1,411.85	0%	\$ 1,636.25	0%	\$ 1,631.15	0%	\$ 1,721.25	
PrimeTime	PR		0%	\$1,301.78	0%	\$ 1,467.20	0%	\$ 1,430.87	0%	\$ 1,491.11	
Late News	LN		0%	\$1,460.30	0%	\$ 1,558.90	0%	\$ 1,598.00	0%	\$ 1,692.35	
Late Fringe	LF		50%	\$ 908.65	50%	\$ 1,000.45	50%	\$ 980.90	50%	\$ 1,099.05	
CPP			100%	\$ 779.88	100%	\$ 875.08	100%	\$ 861.05	100%	\$ 943.50	\$ 864.88
TV GM CPP based on											
Cable TV											
			Q 1		Q 2		Q 3		Q 4		
Daypart	Code	Market Coverage		Jan-Mar CPP		Apr-Jun CPP		Jul-Sep CPP		Oct-Dec CPP	
6P-12M	PR	100%		\$1,301.78		\$ 1,467.20		\$ 1,430.87		\$ 1,491.11	\$ 1,422.74
TV GM CPP based on											

08/12/14





2015 Broadcast Media Plan

please list revisions made on each flowchart followed by your initials

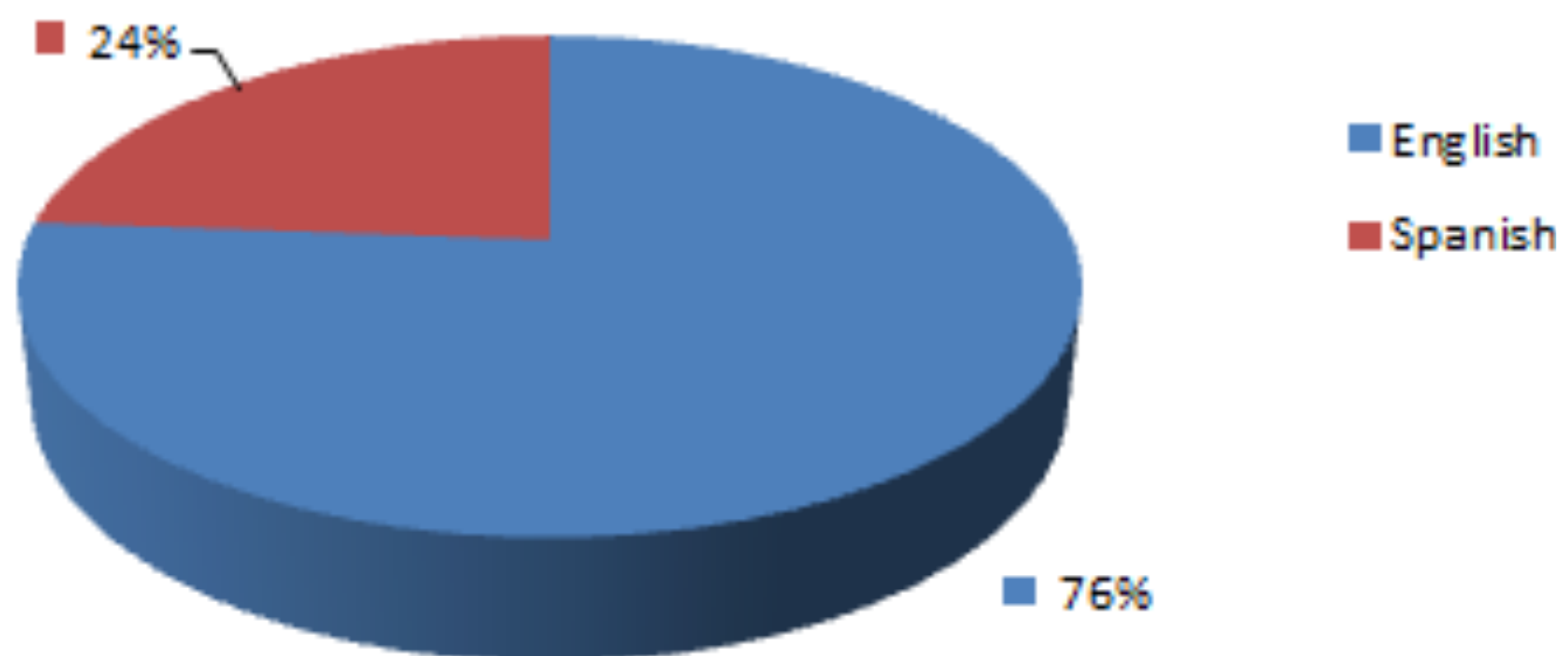
ROMI:

	Over the Air	Cable Prime	Digital- (FlashB/Display Retargeting)	FBX RIGHT RAIL	Pre Roll (ONLINE STREAMING)
Spend	\$1,271,203	\$1,108,097	\$486,720	\$49,920	\$432,640
CPM	\$84.20	\$135.22	\$3.00	\$1.00	\$13.00
Impressions	15,097,423	8,194,771	162,240,000	49,920,000	33,280,000
Conv %	0.0174%	0.0174%	0.0017%	0.0006%	0.0043%
Leads	2,627	1,426	2,758	300	1,431
Close	19%	19%	19%	19%	19%
Sales	499	271	524	57	272
Revenue	\$798,593	\$433,471	\$838,456	\$91,054	\$435,036

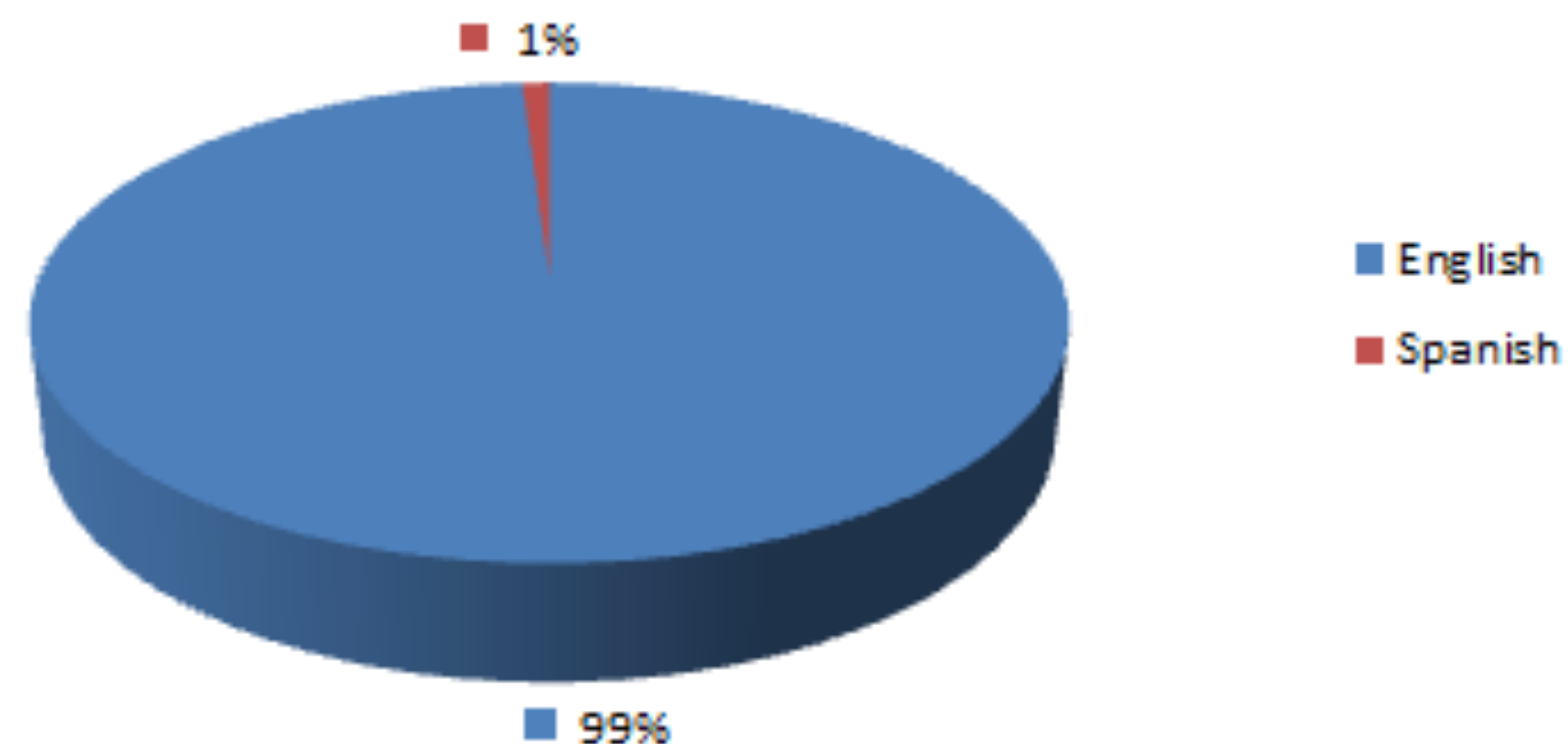
ROMI:

Email Blast	ONLINE STREAMING (PANDORA)	Facebook News Feed	Flash Static Banner
\$337,920	\$67,200	\$79,560	\$156,800
\$40.00	\$8.00	\$13.00	\$10.00
8,448,000	8,400,000	6,120,000	15,680,000
 <p>Phone eCam Walkin</p> <p>All Traffic Combined</p>	 <p>Phone eCam Walkin</p> <p>All Traffic Combined</p>	 <p>Phone eCam Walkin</p> <p>All Traffic Combined</p>	 <p>Phone eCam Walkin</p> <p>All Traffic Combined</p>
0.1447%	0.0043%	0.0006%	0.0017%
12,224	361	37	267
19%	19%	19%	19%
2,323	69	7	51
\$3,716,174	\$109,805	\$11,163	\$81,034

Which of the following languages do you speak?

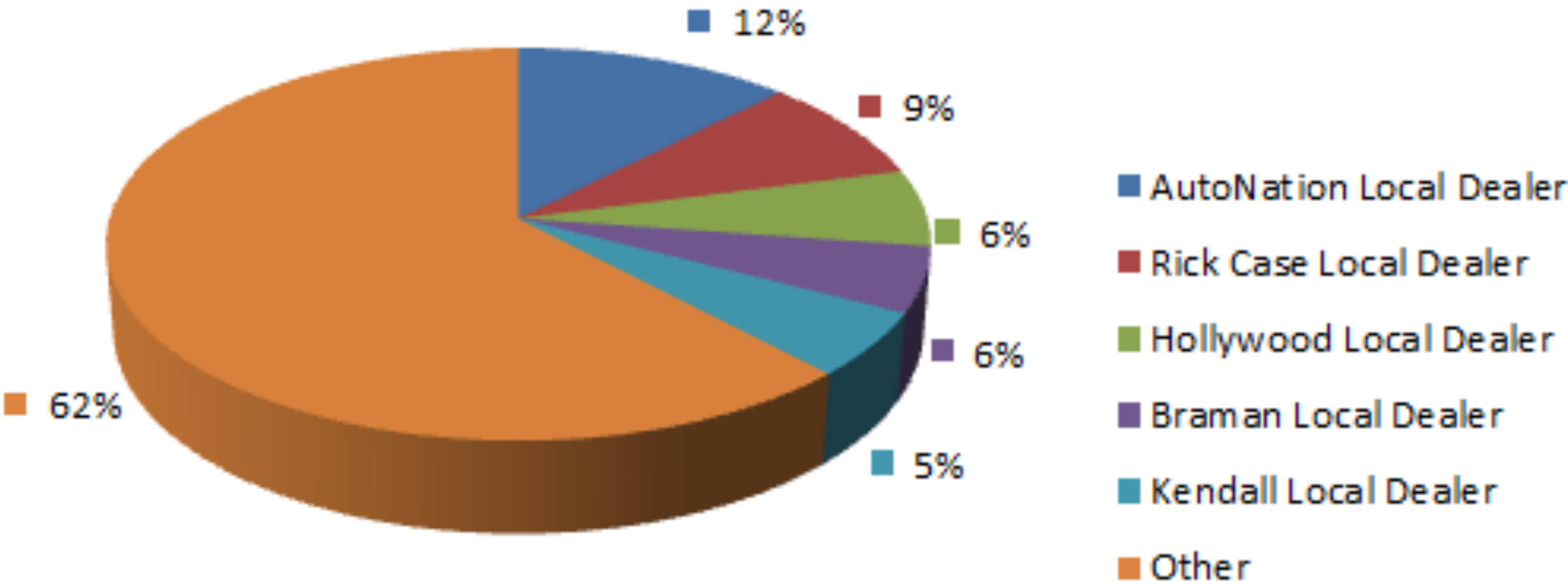


What is the primary language you use to consume media?



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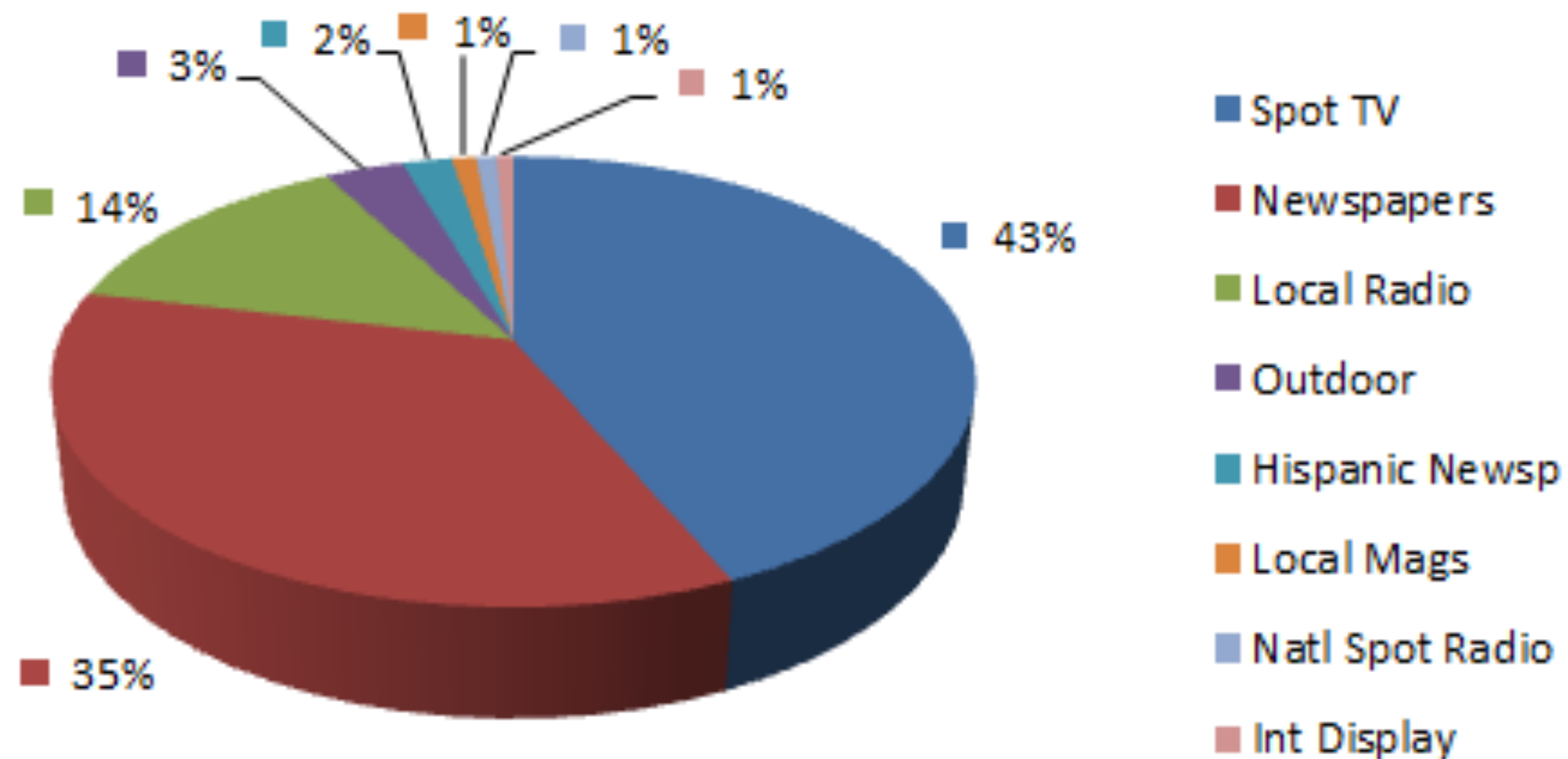
Miami DMA Share of Spend (Q2 2013 - Q1 2014)



AutoNation Local Dealer	\$ 8,054,100.00
Rick Case Local Dealer	\$ 5,637,300.00
Hollywood Local Dealer	\$ 4,144,000.00
Braman Local Dealer	\$ 3,514,400.00
Kendall Local Dealer	\$ 3,482,200.00
Other	\$ 40,580,000.00

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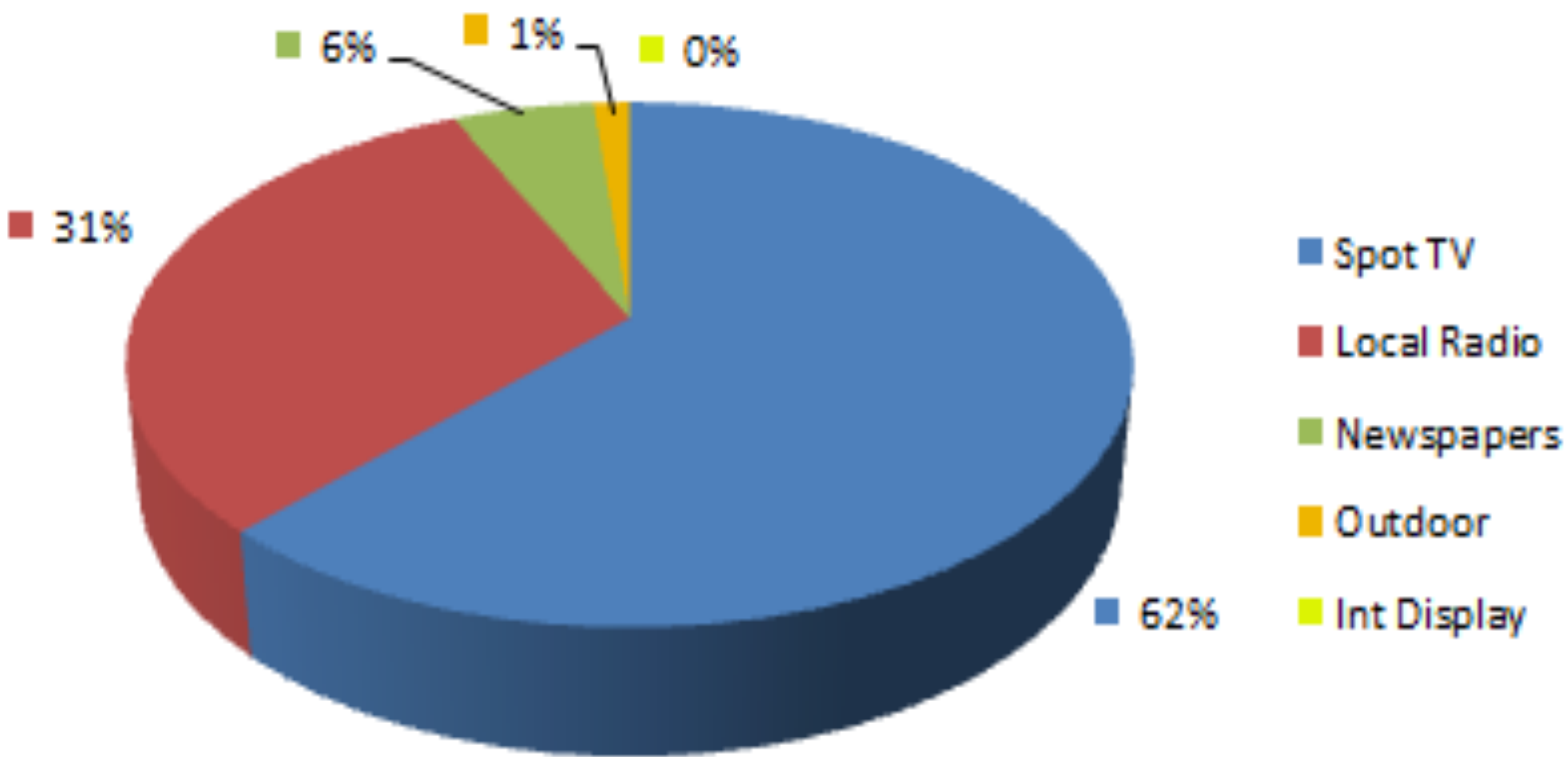
Miami DMA Media Mix (Q2 2013 - Q1 2014)



Spot TV	\$ 28,426,700.00
Newspapers	\$ 22,954,600.00
Local Radio	\$ 8,823,800.00
Outdoor	\$ 2,160,100.00
Hispanic Newsp	\$ 1,362,700.00
Local Mags	\$ 654,300.00
Natl Spot Radio	\$ 566,300.00
Int Display	\$ 463,500.00

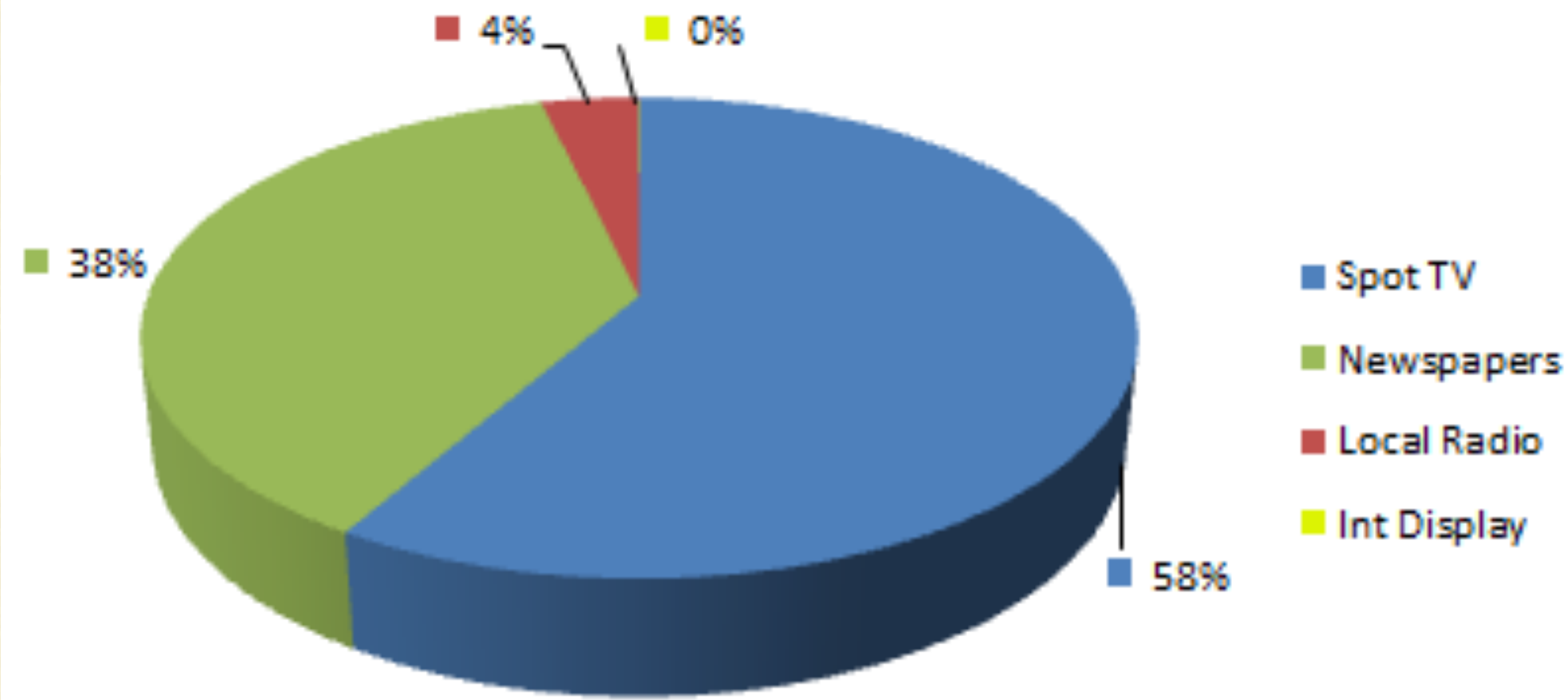
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AutoNation Local Dealer Media Mix



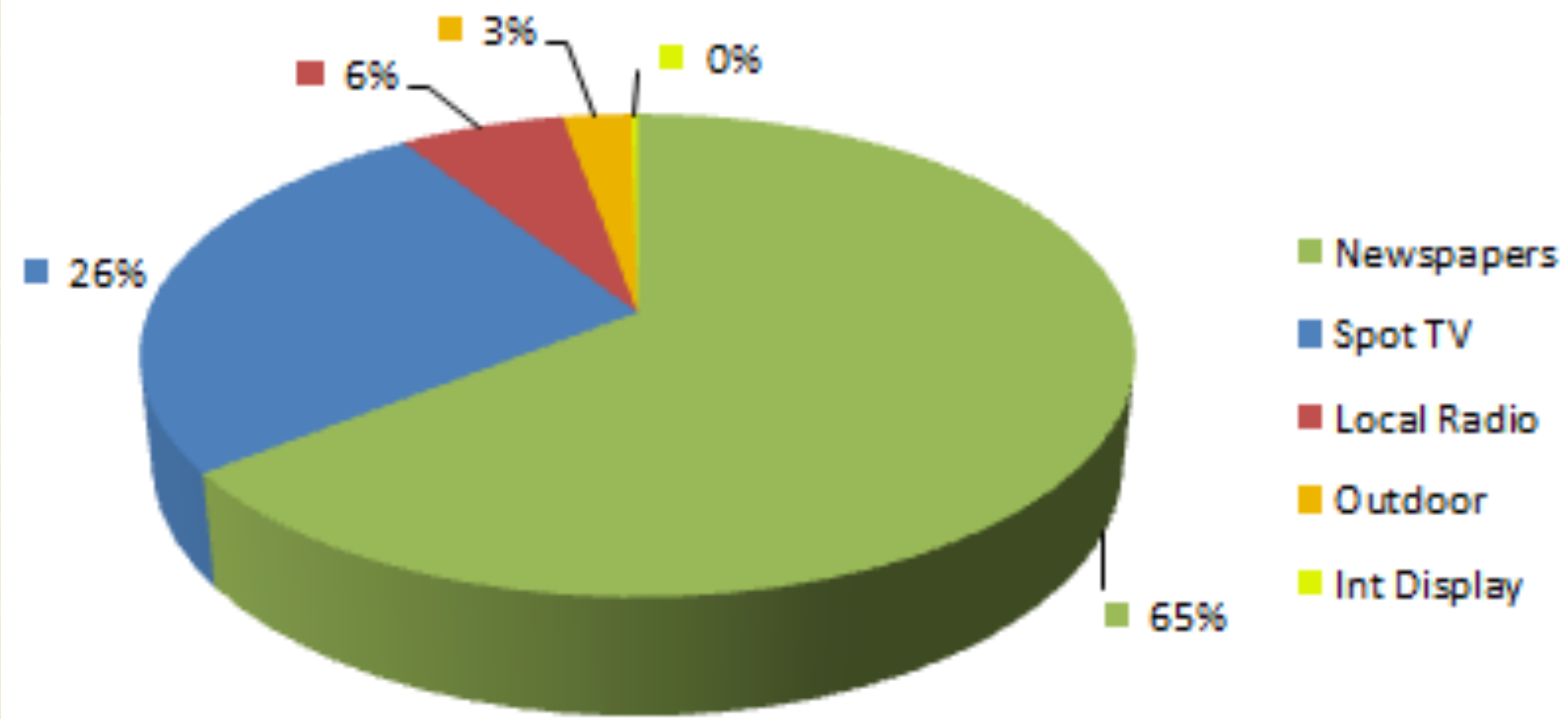
AutoNation Local Dealer	\$ 8,054,100.00
Spot TV	\$ 4,989,700.00
Local Radio	\$ 2,519,900.00
Newspapers	\$ 434,200.00
Outdoor	\$ 110,000.00
Int Display	\$ 300.00

Rick Case Local Dealer Media Mix



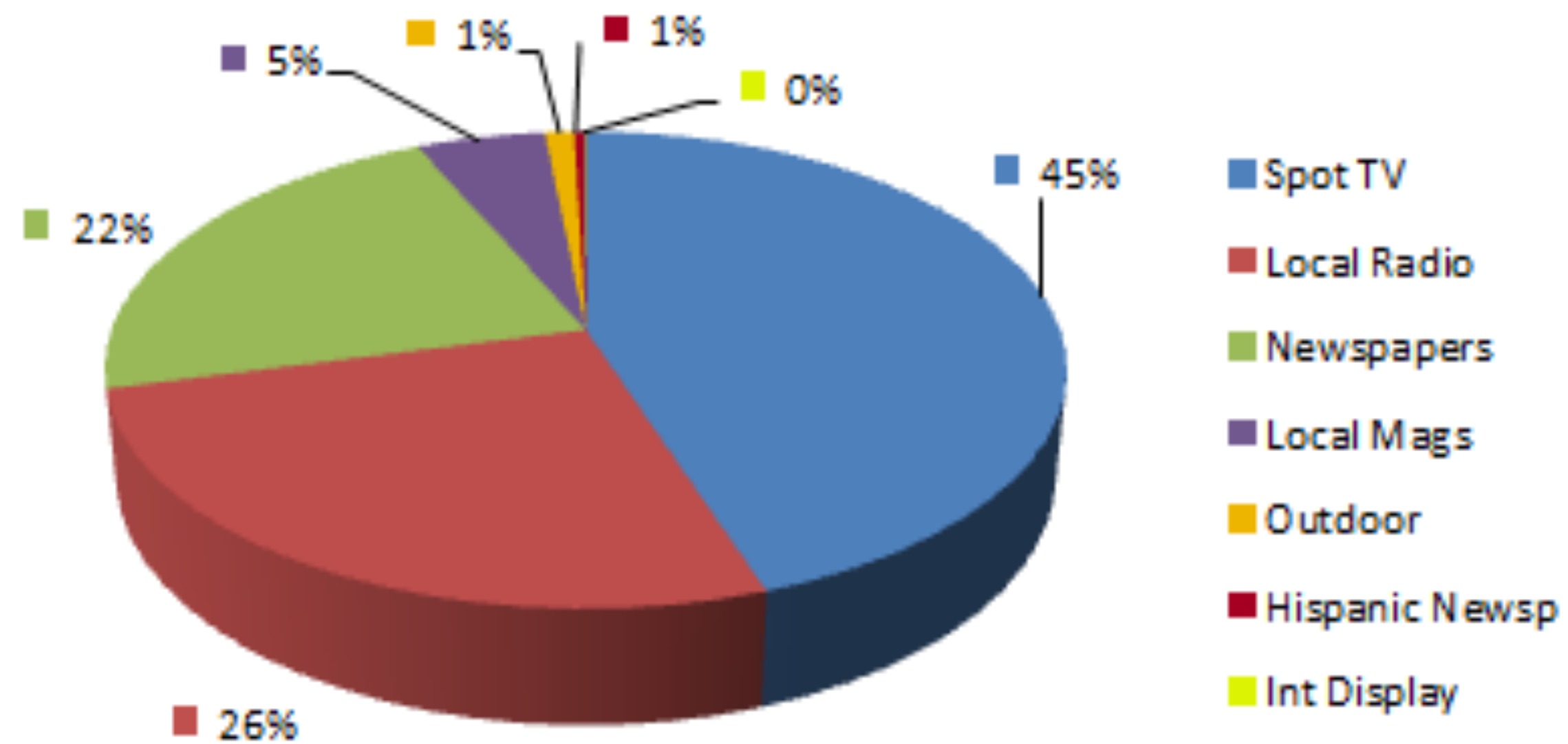
Rick Case Local Dealer	\$ 5,637,300.00
Spot TV	\$ 3,296,200.00
Newspapers	\$ 2,130,000.00
Local Radio	\$ 209,400.00
Int Display	\$ 1,700.00

Hollywood Local Dealer Media Mix



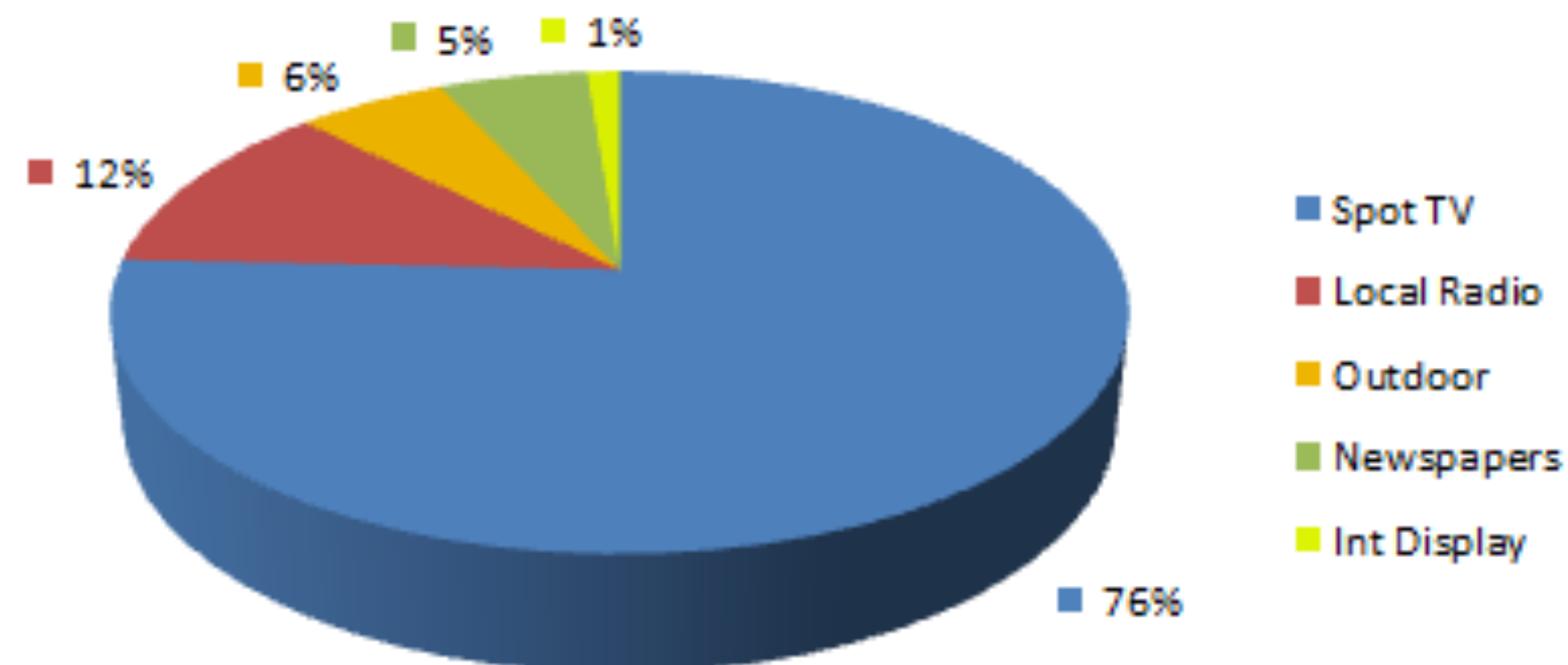
Hollywood Local Dealer	\$ 4,144,000.00
Newspapers	\$ 2,672,500.00
Spot TV	\$ 1,087,600.00
Local Radio	\$ 264,100.00
Outdoor	\$ 109,600.00
Int Display	\$ 10,200.00

Braman Local Dealer Media Mix



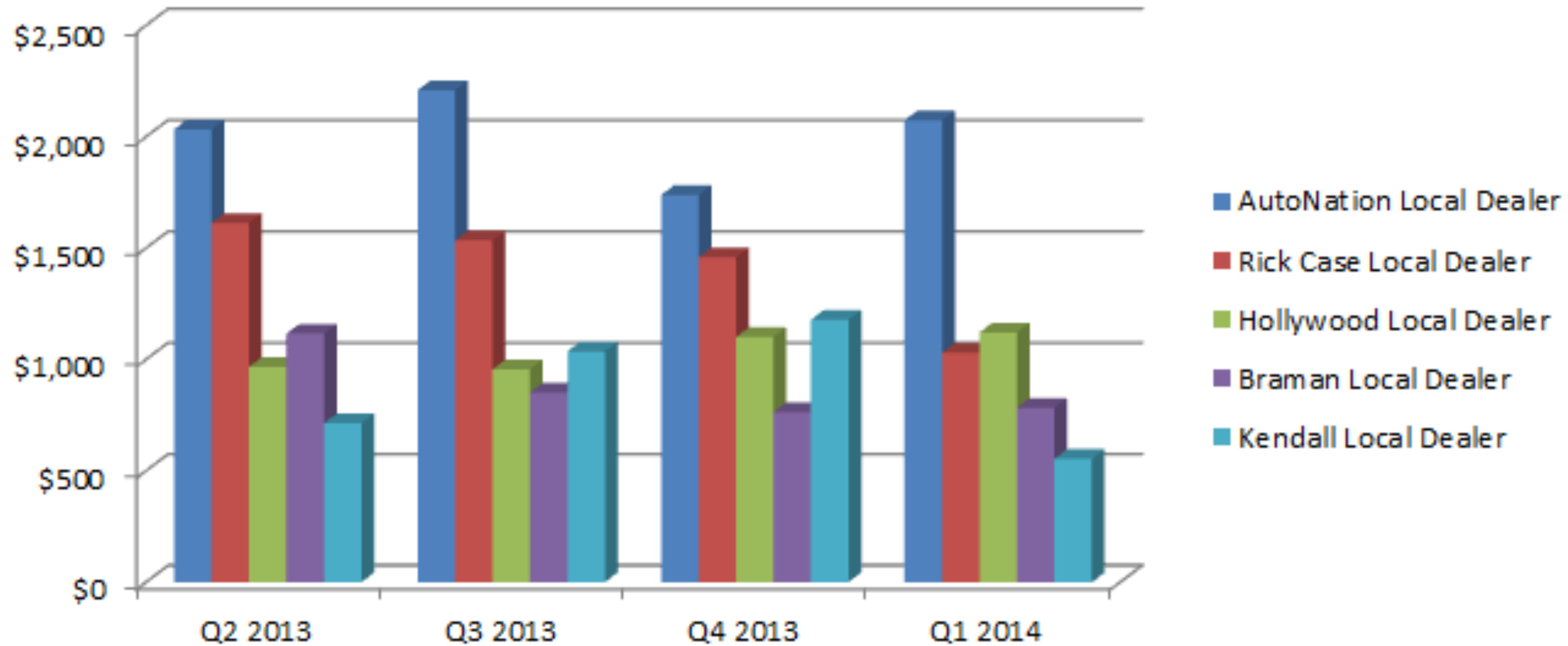
Braman Local Dealer	\$ 3,514,400.00
Spot TV	\$ 1,575,200.00
Local Radio	\$ 922,600.00
Newspapers	\$ 780,500.00
Local Mags	\$ 179,300.00
Outdoor	\$ 40,600.00
Hispanic Newsp	\$ 14,400.00
Int Display	\$ 1,800.00

Kendall Local Dealer Media Mix



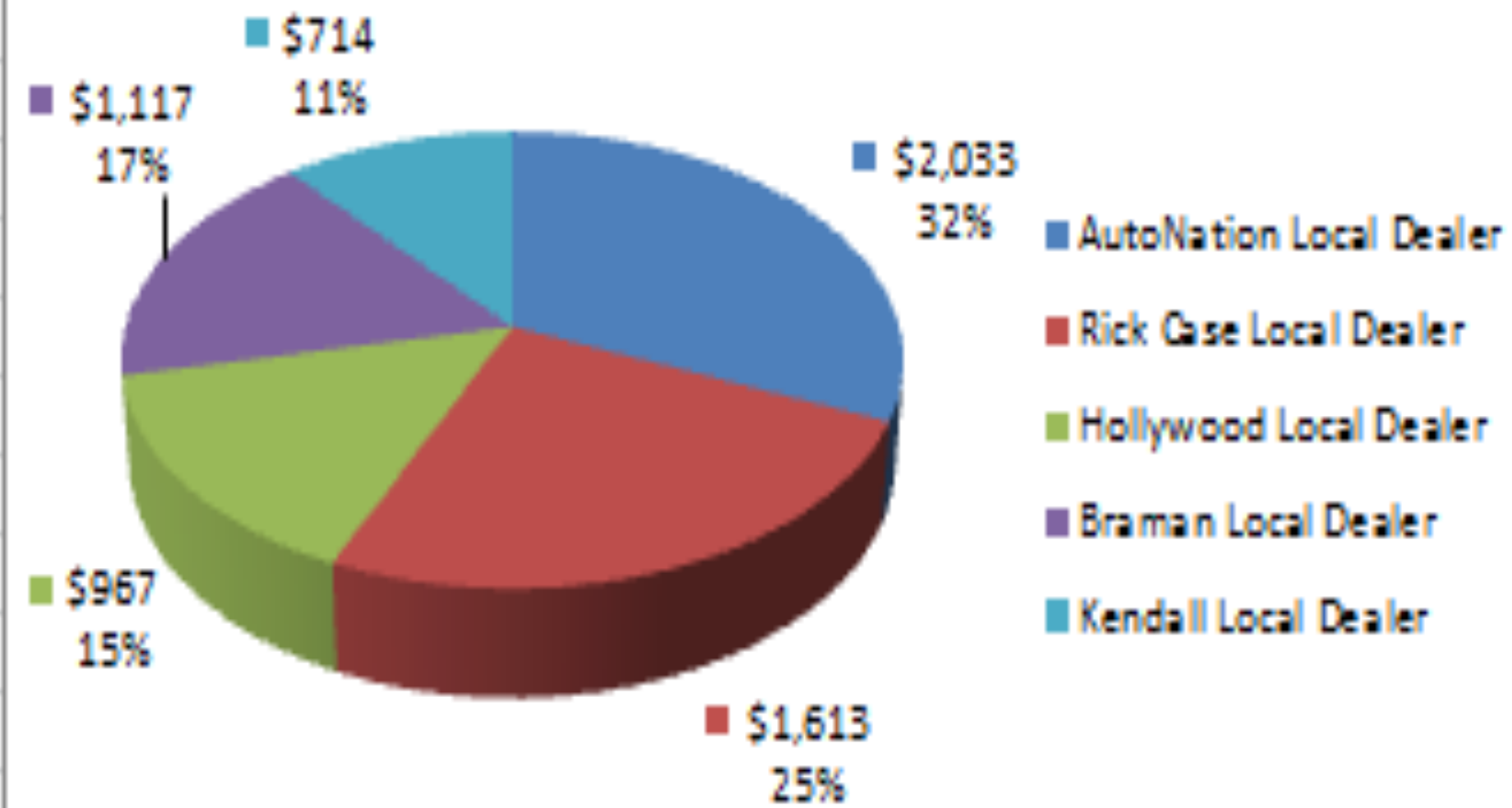
Kendall Local Dealer	\$ 3,482,200.00
Spot TV	\$ 2,635,000.00
Local Radio	\$ 412,100.00
Outdoor	\$ 197,900.00
Newspapers	\$ 194,500.00
Int Display	\$ 42,700.00

Miami DMA Quarterly Spend (Q2 2013 - Q1 2014)

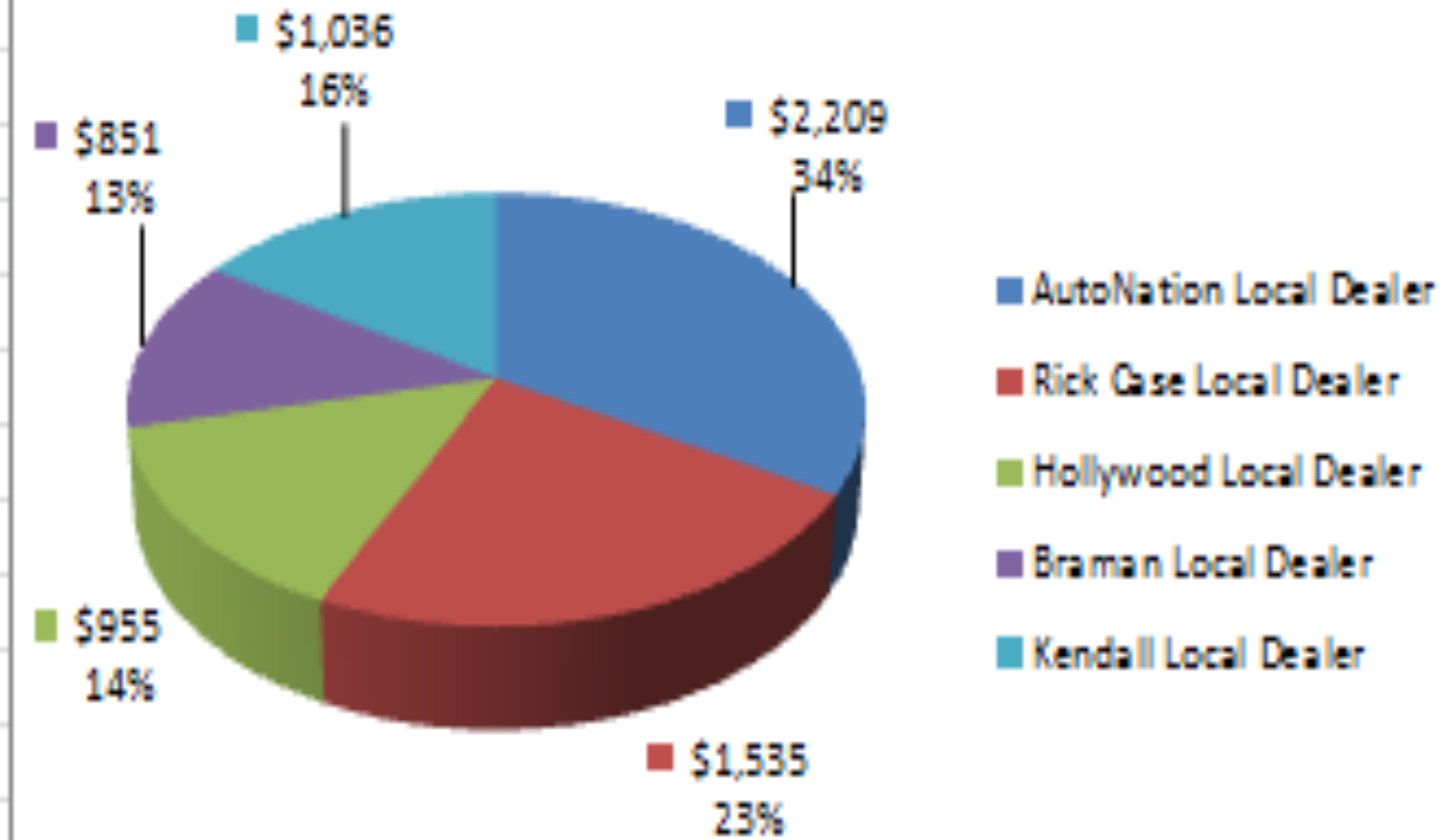


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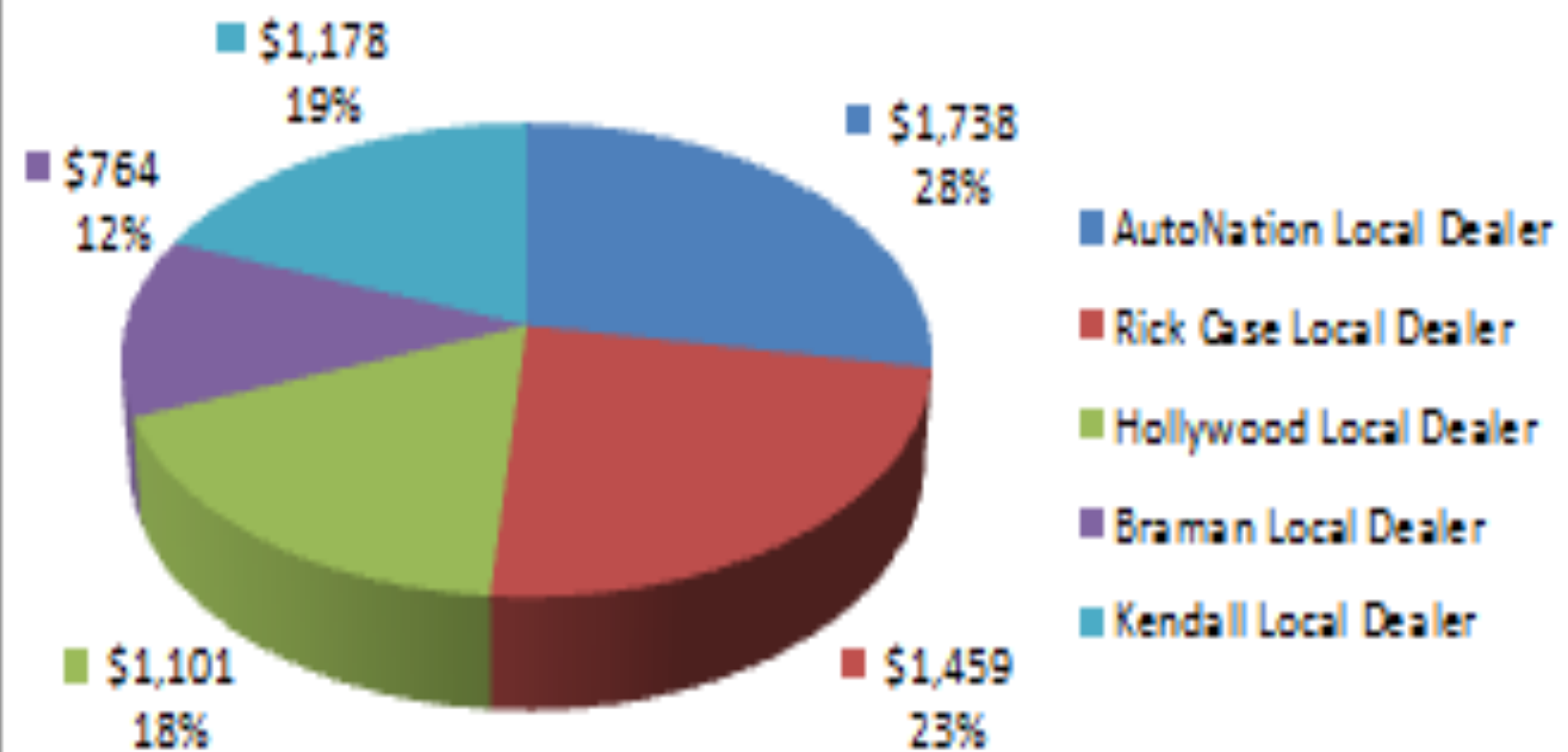
Q2 2013



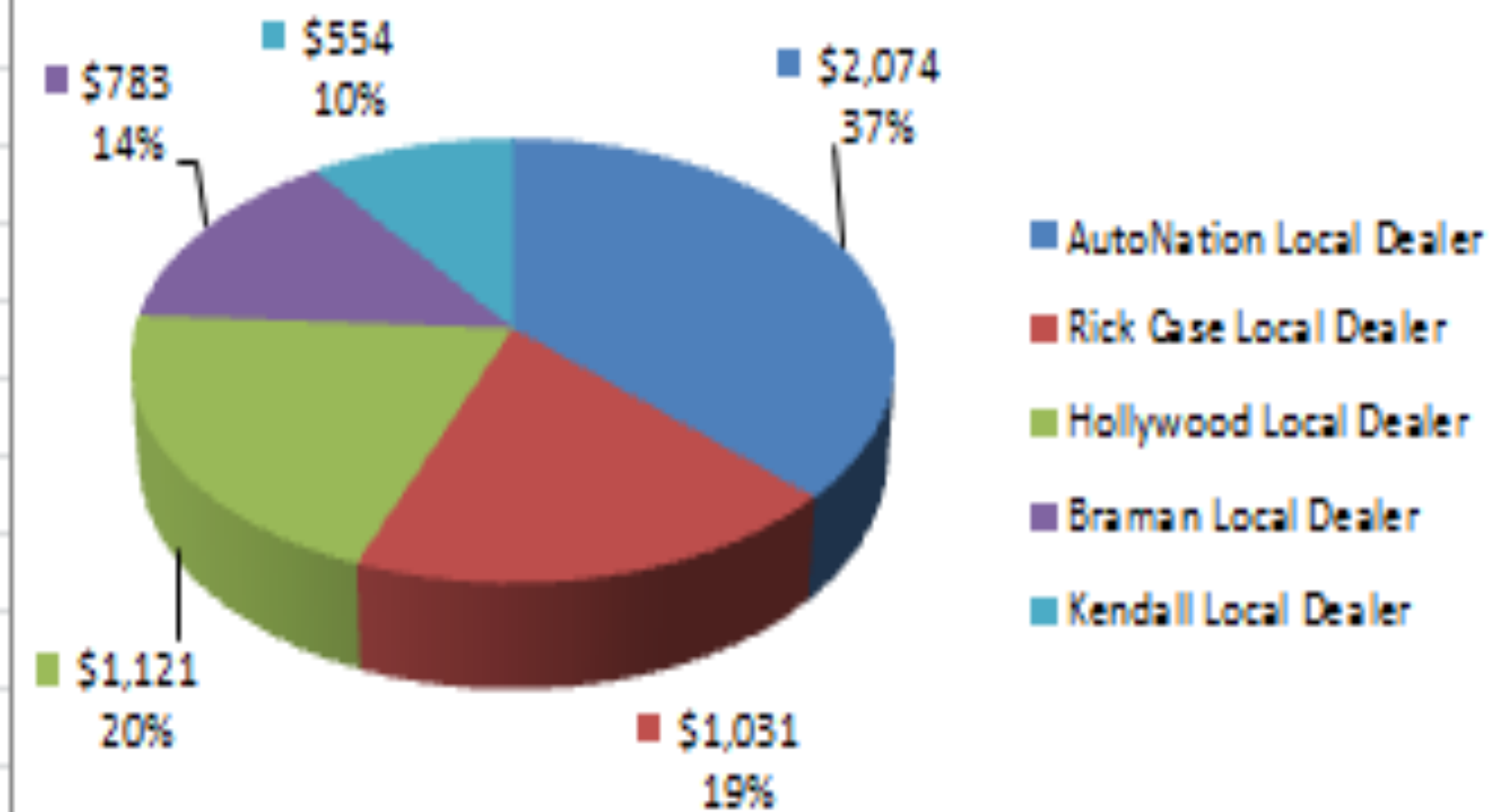
Q3 2013



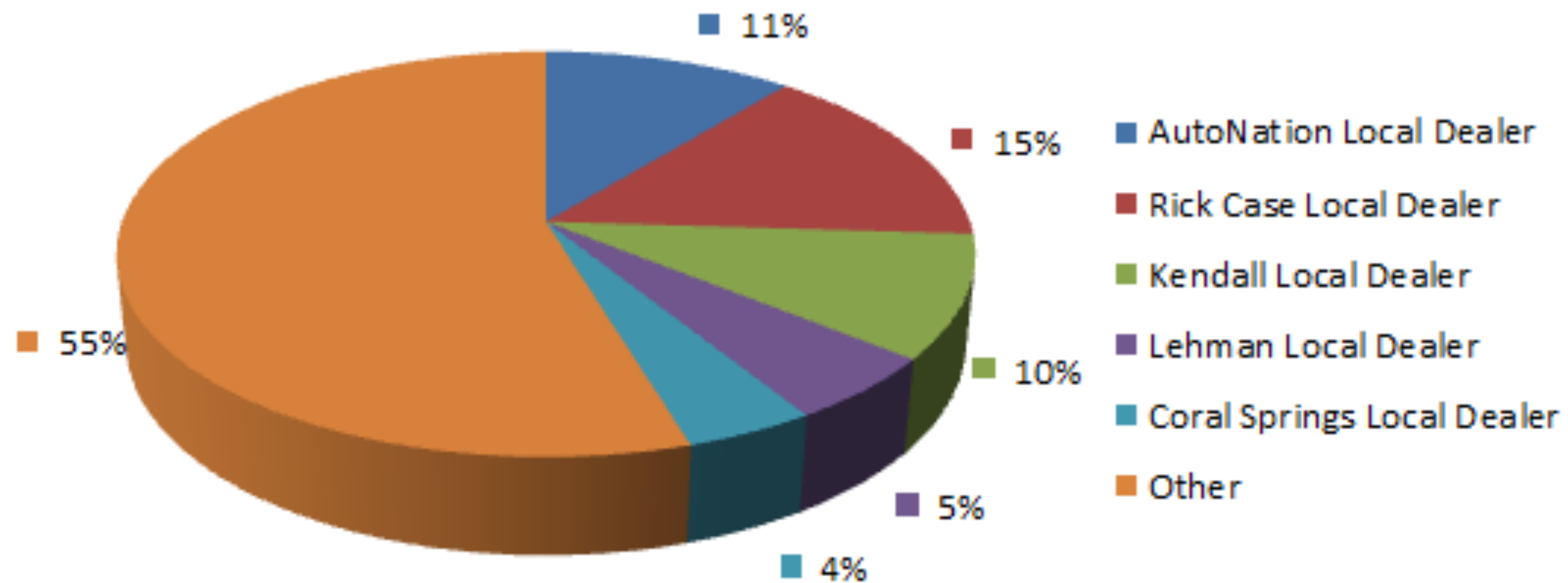
Q4 2013



Q1 2014



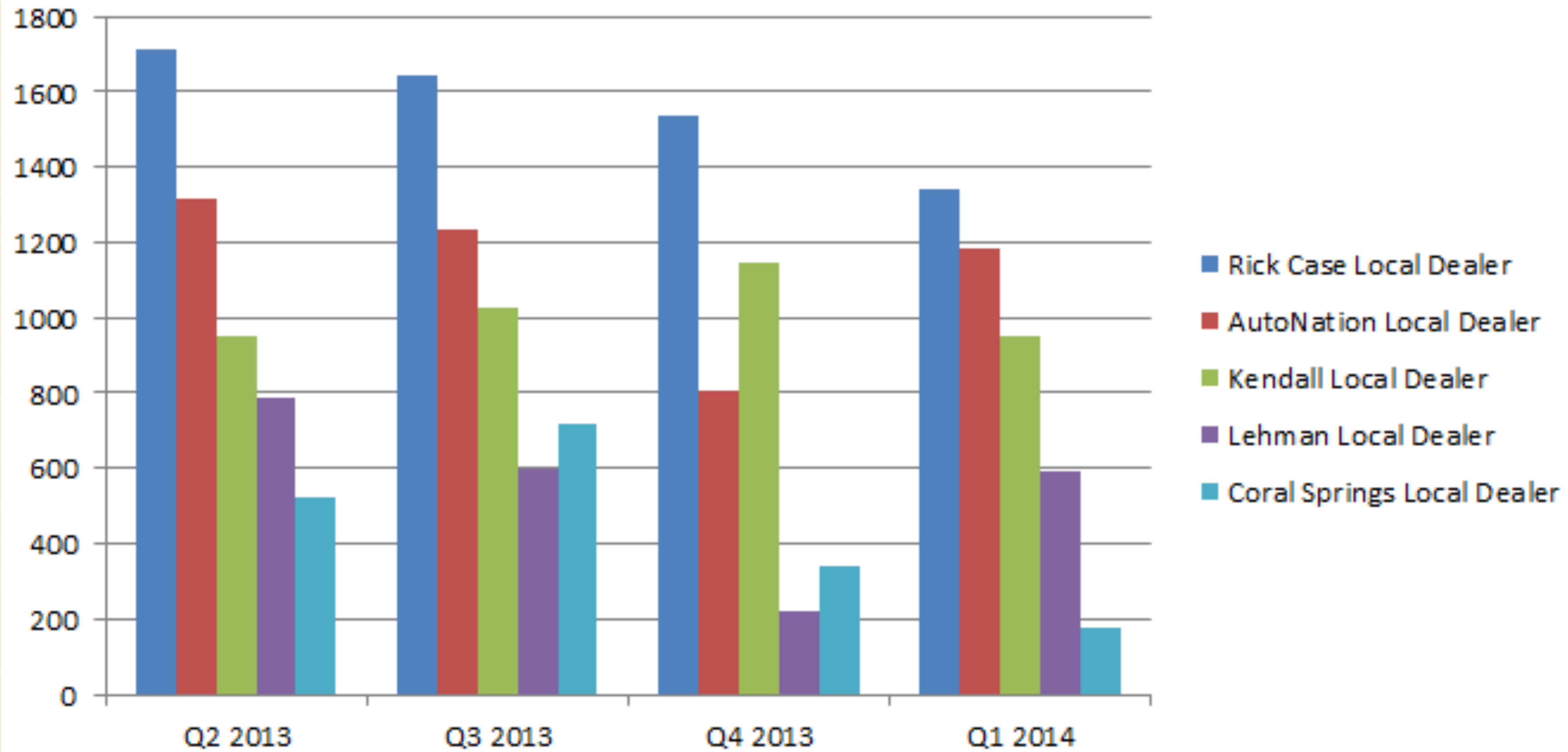
Miami DMA Share of Voice Q2 2013 - Q1 2014



Miami DMA Share of Voice	
AutoNation Local Dealer	4540.6
Rick Case Local Dealer	6232
Kendall Local Dealer	4074.3
Lehman Local Dealer	2200.1
Coral Springs Local Dealer	1756.1
Other	22675.8

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Miami DMA Quarterly GRPs Q2 2013 - Q1 2014



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