

Chevrolet x Autoproyecto

KANTAR BRAND STUDY



03/19/2024 - BY AUTOPROYECTO

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Imagine this: You've got the incredible opportunity to connect with the largest vehicle-buying group in the U.S., and Autoproyecto is your bridge to do just that.

Picture turning these potential clients into passionate, loyal advocates for your brand.



Connecting you with the Hispanic market with culturally relevant content that elevates brand awareness, boosts purchase intent and fosters customer loyalty.

Unlock the Full Potential of a Multicultural Approach by Partnering with a Certified Minority-Owned Company

Founded in 2011, Autoproyecto is the only certified minority owned automotive media company focusing on the ever growing Hispanic market.

Autoproyecto empowers the Hispanic community with culturally relevant, in-language content on new/used vehicles, reviews, safety, and cutting-edge technologies, ensuring they make informed decisions when purchasing new or used vehicles.



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Introduction

Elevate brand awareness and favorability using branded content

Welcome to a groundbreaking collaboration that marks a significant milestone in the automotive industry's approach to reaching and engaging the Hispanic market. Chevrolet, a brand with a long-standing reputation for innovation and quality, has partnered with Autoproyecto, a leading voice in automotive content tailored for Hispanic consumers. This partnership aimed to shine a spotlight on the new 2024 Chevrolet Trax through a two-part video web series, designed to captivate and inform potential buyers.



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Goal: Increase brand perception on the 2024 Chevrolet Trax

The primary goal of this collaboration was to engage with Hispanic consumers in a meaningful way, using content that reflects their interests and lifestyle. With Autoproyecto's content creation prowess and deep understanding of the Hispanic market, combined with Chevrolet's innovative approach to vehicle design and functionality, we aimed to highlight the 2024 Chevrolet Trax as a top choice for Hispanic consumers looking for a new Compact Utility Vehicle (CUV).

The content was meticulously crafted and published on Autoproyecto.com, achieving an impressive reach of over 1.5 million views, demonstrating the power of targeted, culturally relevant content.



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Crucial Metrics in our Brand Studies

- 1. Brand Awareness:** This measures the extent to which consumers are familiar with the brand. It includes both aided awareness (when consumers recognize a brand from a list) and unaided awareness (when consumers mention a brand without being prompted). High brand awareness indicates that the brand is top-of-mind within its category.
- 2. Brand Reputation/Perception:** Evaluates how consumers perceive the brand across various dimensions such as quality, reliability, and trustworthiness. It's about understanding how the public views the brand and what attributes are associated with it.
- 3. Brand Loyalty:** Assesses the strength of the relationship between the brand and its customers, including their likelihood to repurchase or recommend the brand to others. High brand loyalty suggests that customers are satisfied with the brand and less likely to switch to competitors.
- 4. Customer Satisfaction:** This measures how products or services meet or surpass customer expectation. It is a key indicator of consumer repurchase intentions and loyalty. Customer satisfaction metrics often involve direct feedback from customers through surveys and other feedback mechanisms.
- 5. Brand Equity:** A comprehensive metric that reflects the overall value of the brand in the marketplace. Brand equity is built by consumer experiences, perceptions, and associations. High brand equity means the brand is well-regarded, possesses a loyal customer base, and has a perceived value that allows for premium pricing.

These metrics can vary in importance depending on the specific goals of the brand study and the industry context. However, collectively, they offer a robust framework for understanding a brand's current position and guiding strategic decisions.



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Summary

This initiative, extending beyond a conventional marketing campaign, highlights the critical importance of acknowledging and valuing the cultural dynamics of the audience:

- ❑ Transcends traditional marketing campaign, emphasizing the importance of cultural respect and understanding.
- ❑ Highlights Hispanic buyers' significant market share, accounting for 25% of automotive sales.
- ❑ Collaboration between Chevrolet and Autoproyecto sets a new benchmark for engaging Hispanic consumers.
- ❑ Utilizes culturally resonant language and content to connect with the audience.
- ❑ Resulted in a 96% increase in brand awareness and an 86% increase in brand favorability, showcasing the initiative's impactful approach.



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Kantar Brand Study Results



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Brandy Study: Aided Brand Awareness

Autoproyecto Skyrockets Brand Awareness with a Remarkable 98% Increase

Chevrolet Trax 2024, un SUV dinámico y muy atractivo
Por Enlace Patrocinado - 2023/09/06

El **Chevrolet Trax 2024** es un SUV compacto, dinámico y muy atractivo que viene a cambiar completamente el segmento. Está disponible en cinco variantes: LS, 1RS, LT, 2RS y Activ. Cada una de estas versiones combina un diseño moderno y audaz con una amplia gama de tecnología, que está disponible en todas las opciones.

En cuanto a su aspecto exterior, el nuevo Chevrolet Trax 2024 presenta un frente destacado por sus delgadas luces LED, inspiradas en las de su hermano mayor, el Chevy Blazer. Estas luces se complementan con una parrilla renovada que exhibe líneas horizontales, resaltando el logo del corbatín en el centro. Además, se ha reducido la altura de la suspensión en 101 mm y se ofrecen rines de aluminio que varían en tamaño de 17 a 19 pulgadas, según la versión seleccionada.

Próximamente en Autoproyecto

- 3 ABR Detroit, MI
Viajaremos a Detroit para visitar el centro de diseño d'ella marca de los tres escudos y, de paso, conocer el nuevo Buick Encore 2025.
- 4 ABR North Carolina
Haremos un viaje en coche probando los Defender en North Carolina y participaremos en sesiones patrocinadas.
- 8 ABR Monterey, CA
El legendario circuito de Laguna Seca será testigo de una prueba a fondo del poderoso Hyundai Ioniq 5 N 2025.
- 9 ABR San Diego, CA
Asistiremos a la revelación de un nuevo vehículo Toyota y a las primeras pruebas de manejo del Camry 2025, Crown Signia 2025, Tacoma Hybrid 2024 y Land Cruiser 2024 en San Diego, California.

Artículos relacionados

97% Controlled

98% Exposed

Respondents said the Autoproyecto custom content aided in brand awareness



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Brandy Study: Aided Brand Favorability

Elevating Brand Favorability: Respondents Recognize Autoproyecto's Custom Content Impact



78%

Controlled

86%

Exposed

Respondents said the Autoproyecto custom content aided in brand favorability



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Brandy Study: Intent

The study reveals an irrefutable truth: Autoproyecto Fueling Brand Awareness



72% Controlled

73% Exposed

Autoproyecto's custom content has increased purchase intent by connecting the brand with the consumer.



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Brandy Study: Online Ad Awareness

Autoproyecto showed lifted brand awareness between spanish speakers by 98%



68% Controlled & Exposed

Respondents said the Autoproyecto custom content aided in Online Ad Awareness



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Brandy Study: Affinity

Autoproyecto showed lifted brand awareness between spanish speakers by 98%



50% Controlled

58% Exposed

Respondents said the Autoproyecto custom content aided in brand awareness

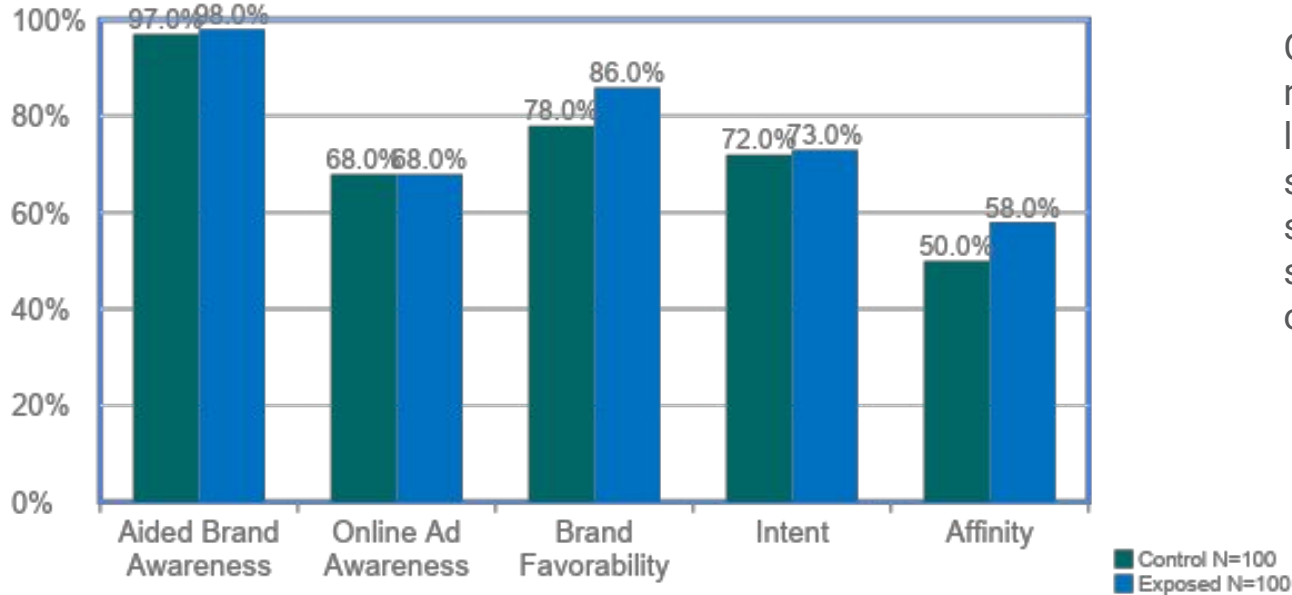


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Overall Results:

Brand Metrics



Our metrics results show recognition and customer loyalty, which guides our strategies towards sustainable growth and a stronger connection with our target audience.

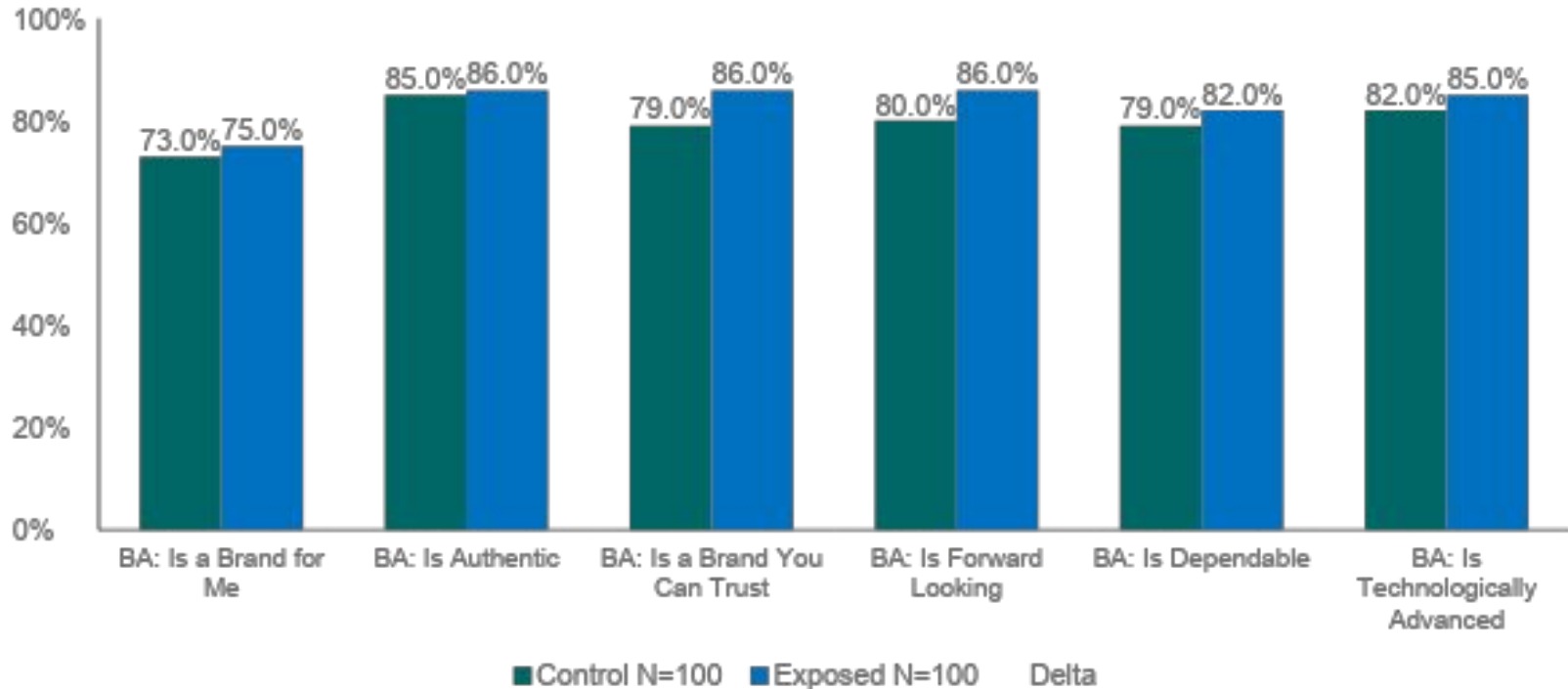


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Overall Results:

Brand Attributes

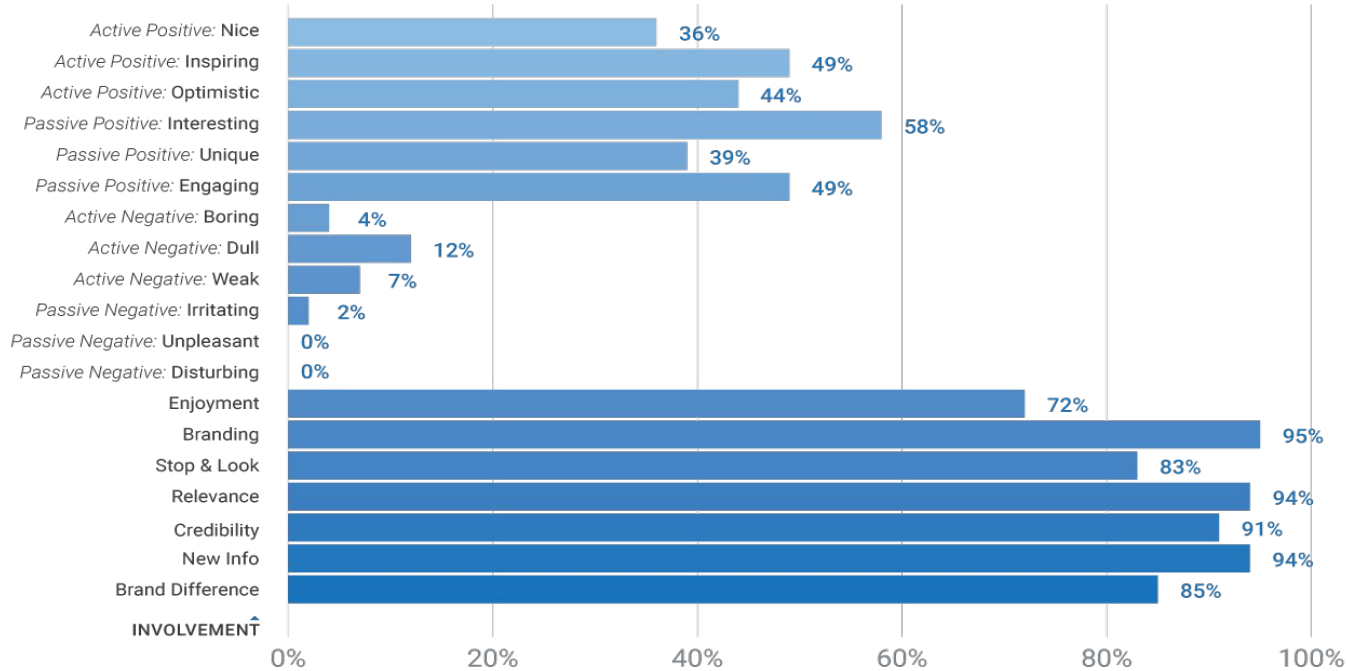


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Overall Results:

Creative Eval Metrics



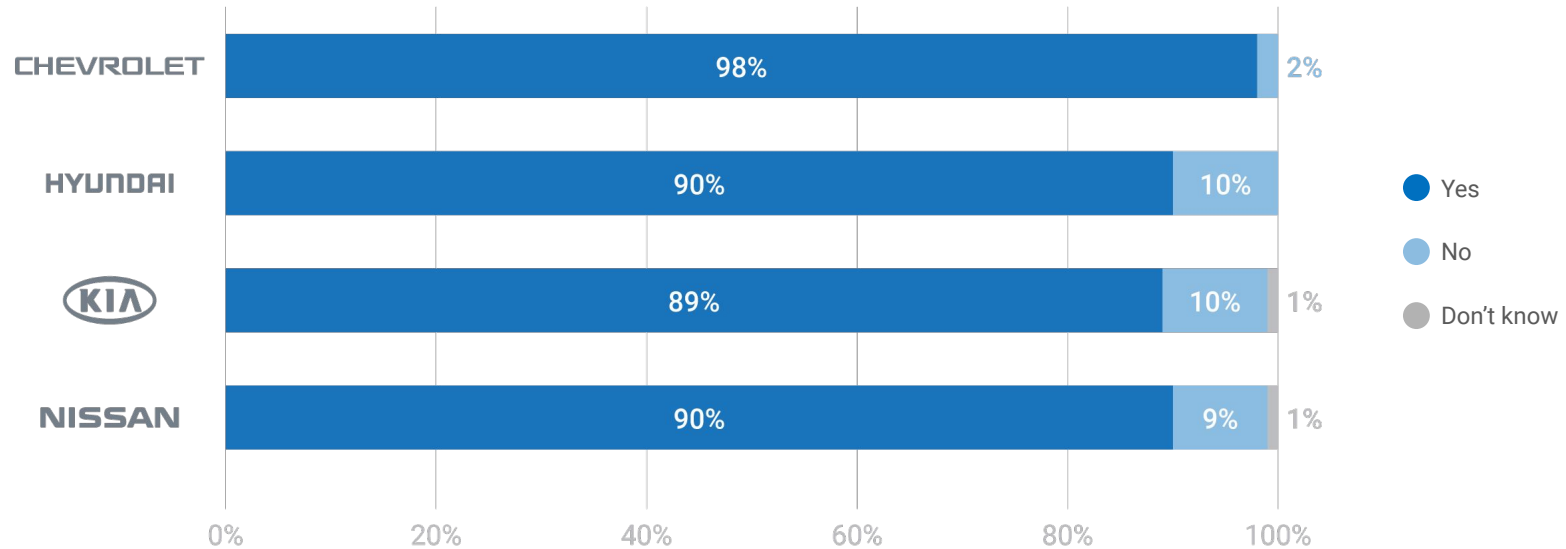
We go deep into the essence of innovation, design and narrative. This transcends aesthetics and drives engagement, loyalty and, eventually, sales. We understand customer feeling, brand recognition and the impact on social media. We not only evaluate current achievements, but also prepare the way for tomorrow's progress.



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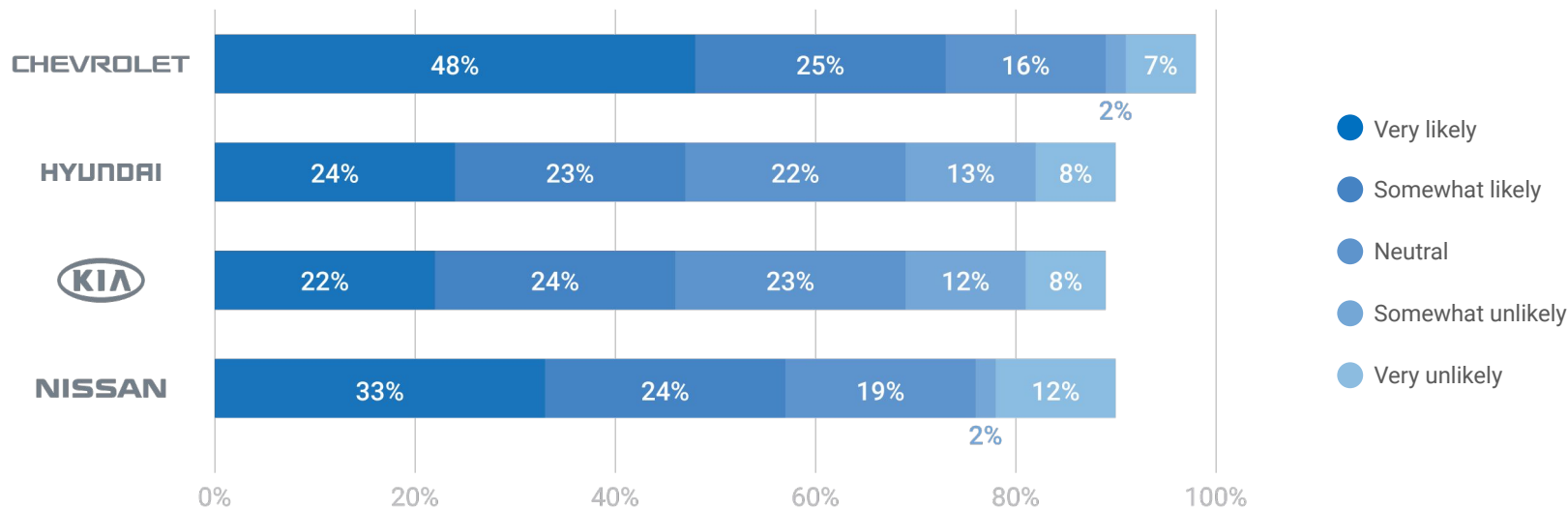
Have you heard of these brands and vehicles?



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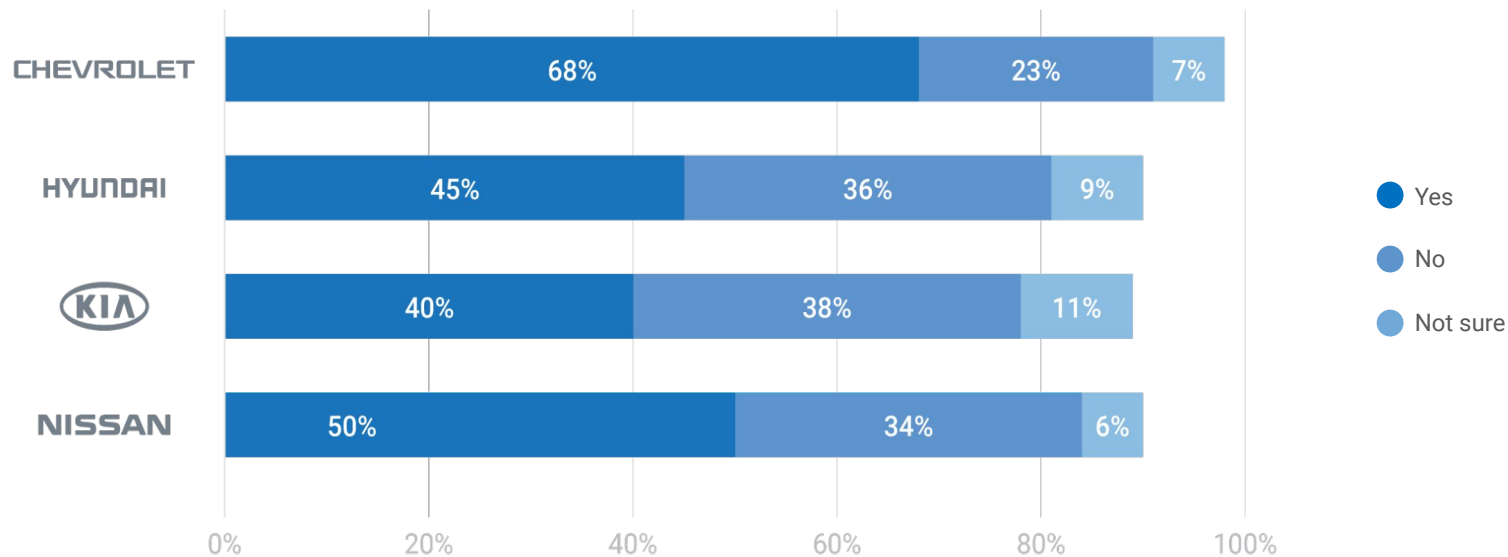
How likely are you to purchase these vehicles in the future?



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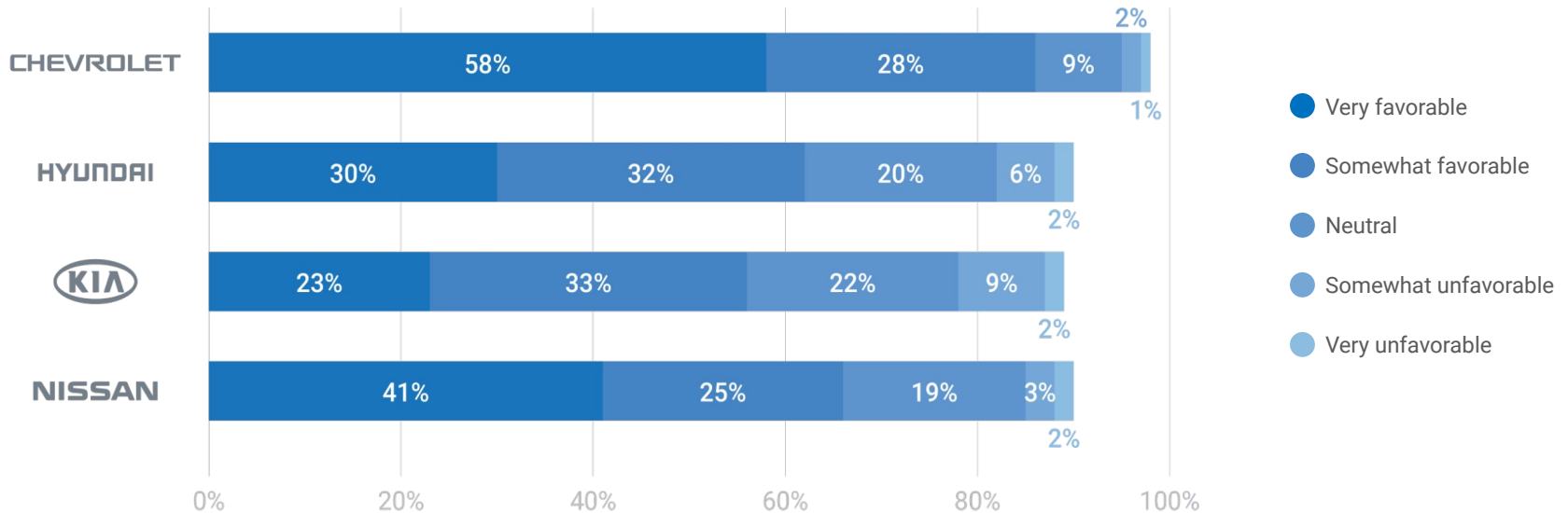
Have you seen online ads for these brands of vehicles in the past 30 days?



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How would you describe your overall opinion about the following vehicle brands?

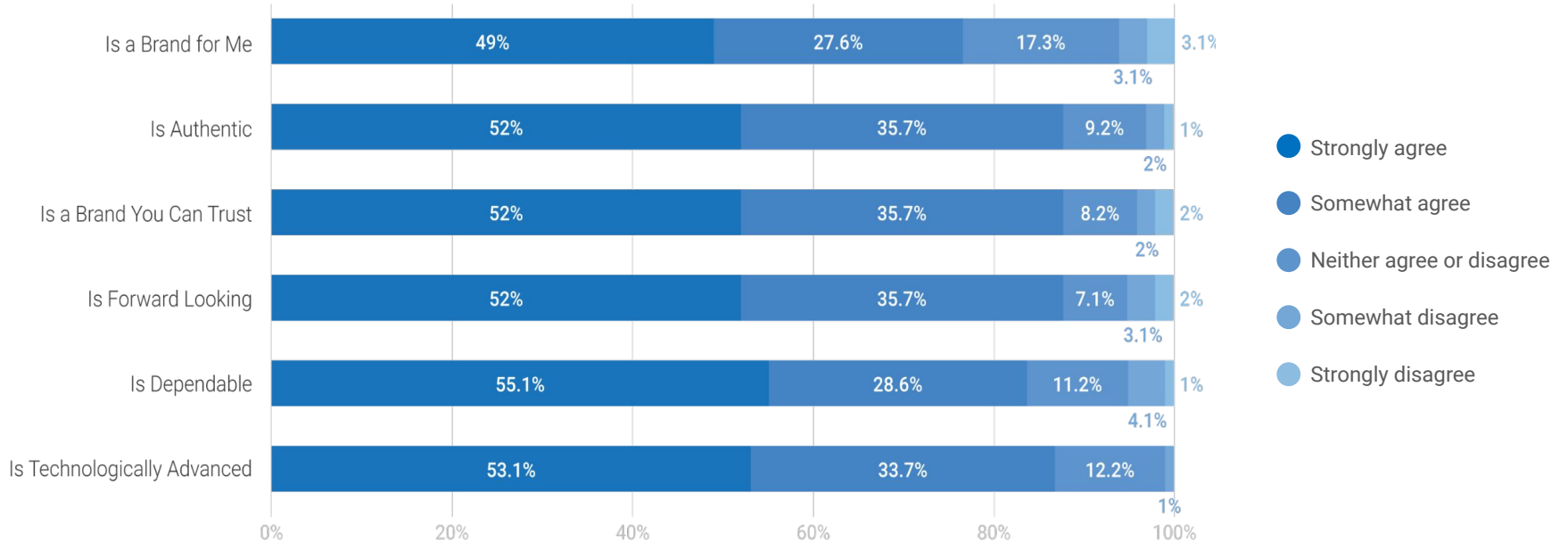


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CHEVROLET

Do you agree or disagree that Chevrolet...



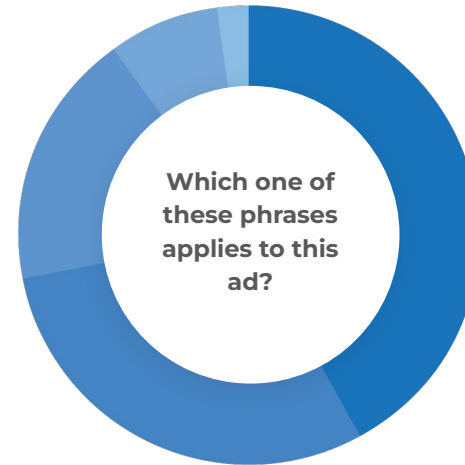
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Thinking about the ad you've just seen for Chevrolet...



- 42% Very much
- 30% Somewhat
- 18% Wouldn't mind
- 8% Not much
- 2% Not at all

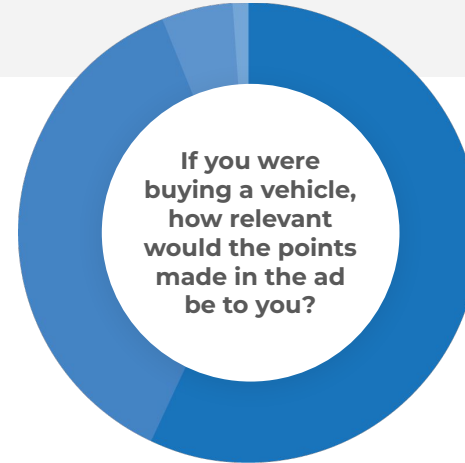


- 64% I remembered it was for Chevrolet
- 31% It is pretty good at making you remember it is for Chevrolet
- 3% It is just ok at making you remember it is for Chevrolet
- 2% It could have been for any brand of vehicle
- 0% It could have been for almost anything

Thinking about the ad you've just seen for Chevrolet...

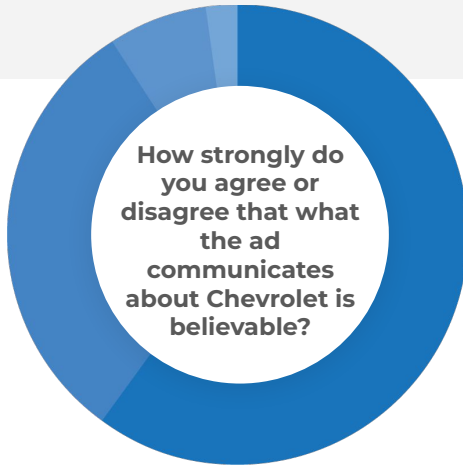


- **46%** Definitely
- **37%** Probably
- **12%** Probably not
- **5%** Definitely not

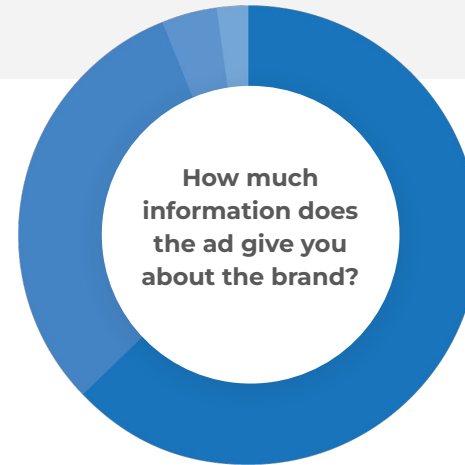


- **57%** Very relevant
- **37%** Somewhat relevant
- **5%** Not very relevant
- **1%** Not at all relevant

Thinking about the ad you've just seen for Chevrolet...



- 60% Agree strongly
- 31% Agree somewhat
- 7% Neither agree or disagree
- 2% Disagree somewhat
- 0% Disagree strongly



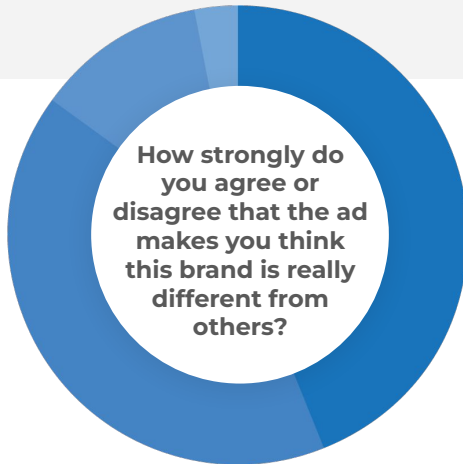
- 63% A lot of information
- 31% Some new information
- 4% No new information
- 2% No information at all



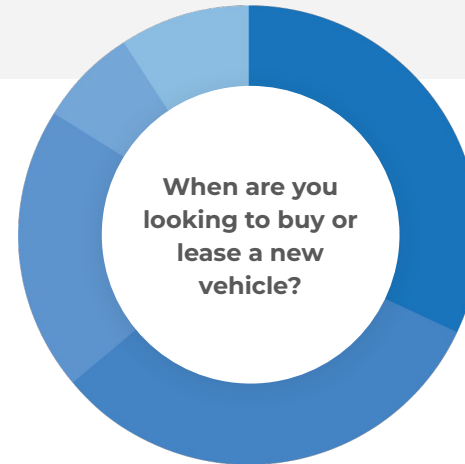
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Thinking about the ad you've just seen for Chevrolet...



- 44% Agree strongly
- 41% Agree slightly
- 12% Neither agree or disagree
- 3% Disagree strongly
- 0% Disagree slightly



- 32% In the next 6 months
- 32% In the next 7-12 months
- 20% In the next 1-2 years
- 7% In the next 3-4 years
- 9% Not in the foreseeable future



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Thank you!

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