



A study by
ebuzzing



**CARS
& SOCIAL
MEDIA**



WHY ?



The motor industry is particularly well represented on the Internet. The online communities related to this subject are very active and their audience is vast.

The huge presence of all things car-related is also due to the fact that the Internet is often the primary source of information for would-be car buyers. It's not without good reason that the web is considered by media buyers to be the second most effective advertising medium after TV. A study by Microsoft Advertising and IfoP showed that 55% of car buyers preferred to use the Internet to do research before making a decision; and that in particular, they were looking for the opinions of current owners. Social media networks play a huge part in the information exchange between car owners. Even though social media is very powerful, it is also difficult to fully comprehend, as it is made up of millions of sources that are constantly appearing and disappearing. It is therefore necessary to use advanced semantic technologies in order to find out exactly what is going on.

Over a period of several months, we have studied the representation of different brands of cars on social media networks in order to work out the distribution of share of voice in Europe. In this study, you will find the statistics based on our research, testimonials from highly ranked influencers related to the industry, and finally an in-depth look at the Frankfurt Motor Show, a key date in the Automotive industry calendar.



Frédéric Montagnon

Strategy Director, Ebuzzing.

SUMMARY

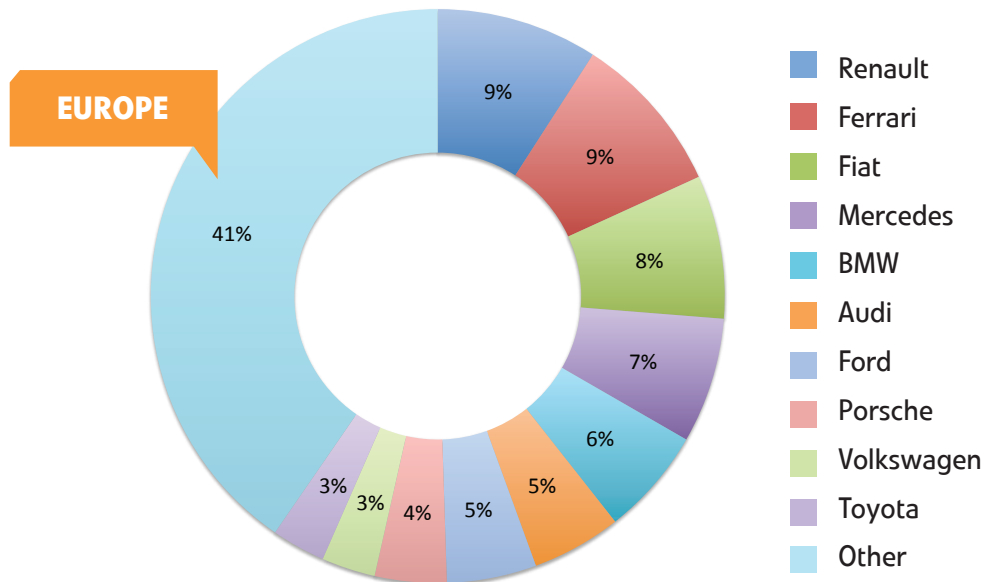
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I. Brand share of voice in Europe

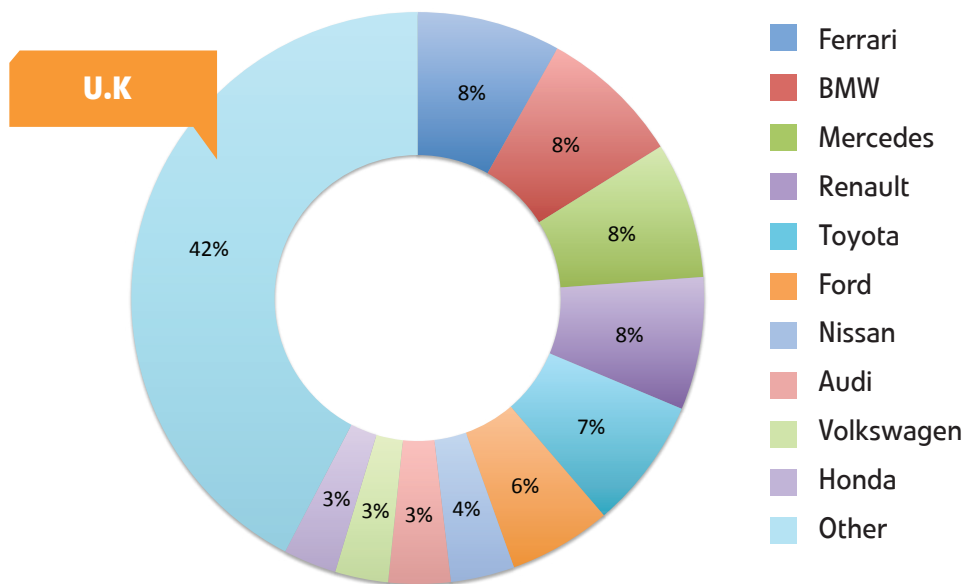
This study is based on:

- An analysis of more than 50 million articles from more than 3 million sources (blogs and websites) in 5 languages.
- The period of 01/01/2011 to 31/08/2011

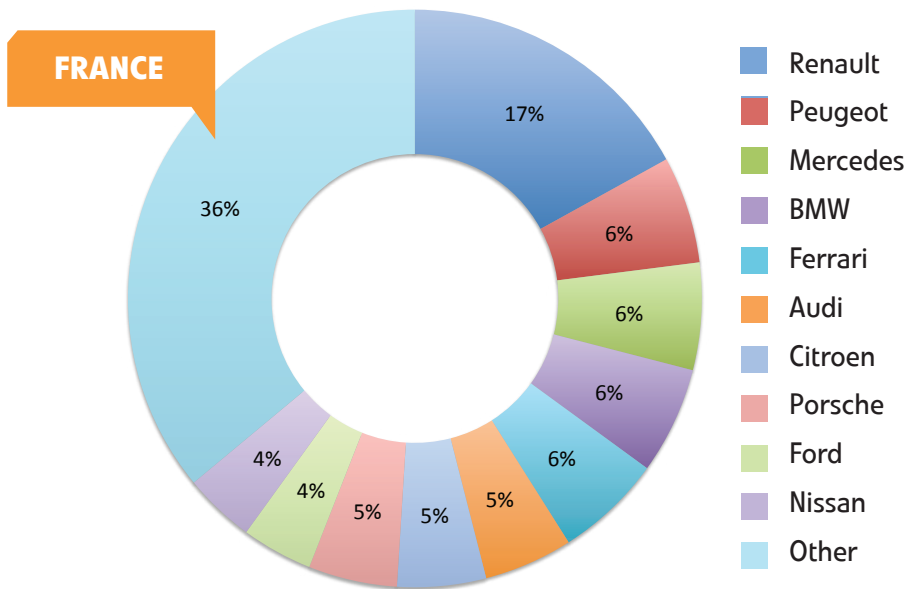
The distribution of Share of Voice is calculated based on the number of references to a car brand weighted against the relative influential strength of the media source.



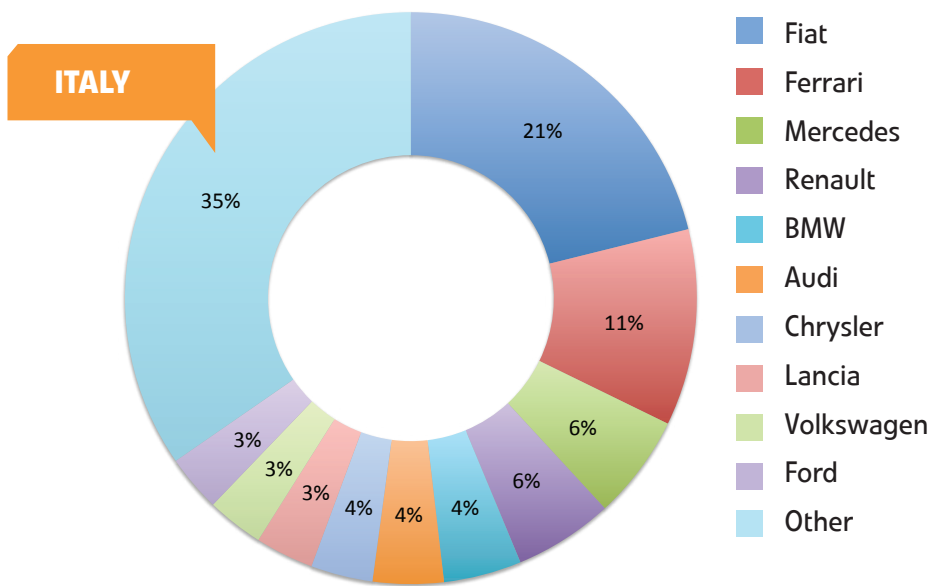
Renault and Ferrari each achieve 9% of the share of voice, making them the most referenced car brands in Europe. This result appears to be due to the number of publications relating to Formula 1, as both of these manufacturers have a high profile within the sport. Right behind them are Fiat and Mercedes, with 8% and 7% respectively. The German brands largely dominate the European rankings as 5 of them are represented.



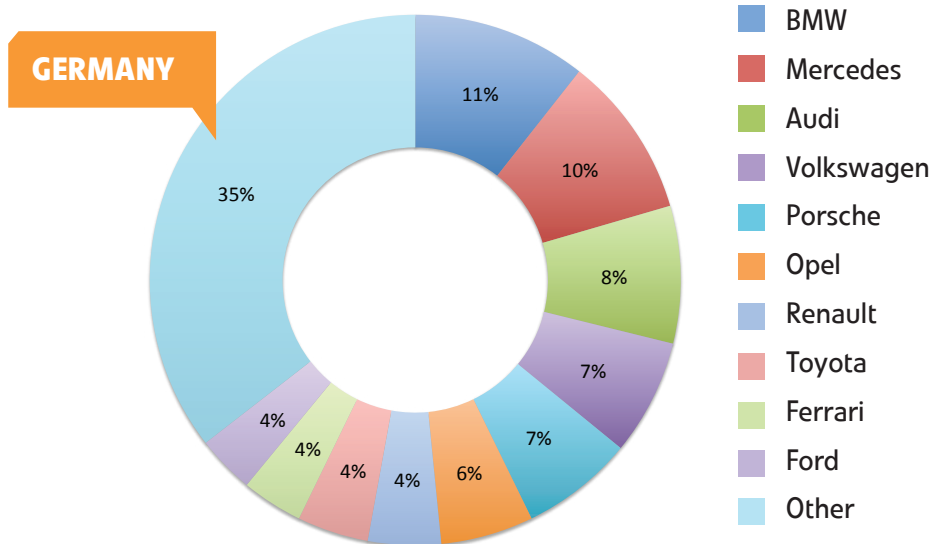
Ferrari, with 8%, is the best represented brand in the UK but BMW is managing to keep up with a similar share of voice. Mercedes also received an interesting score of 7.7%. Finally, Renault and Toyota (with 7.5% and 7.4% respectively) finish in 4th and 5th place.



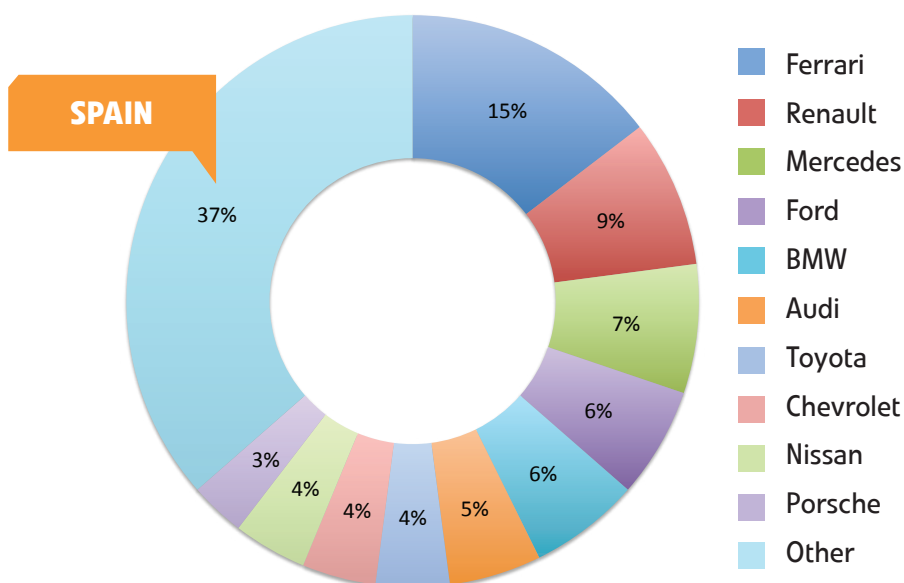
With slightly more than 17% of the share of voice, Renault is well in the lead of the most referenced car brands. Coming up behind are Peugeot and Mercedes with around 6%, then BMW, Ferrari and Audi with 5.5%. Citroen has just managed to slip into 7th place in terms of share of voice.



Like Renault in France, Fiat is in the lead with more than 20% of the share of voice, way ahead of fellow Italian make Ferrari. Mercedes and Renault come in next with just over 5%.



BMW and Mercedes are the best represented with around 10% of the share of voice. They come just ahead of Audi and Volkswagen with about 8% each, Porsche with 7% and Opel with a little less than 6%. German car manufacturers are very well represented in their own country.



In Spain, the brand that comes out on top is Ferrari without a doubt, with 14% of the share of voice. As previously mentioned, F1 has a lot of influence over a lot of things being published on the Internet. The current driver for Ferrari is Fernando Alonso, a Spaniard, which goes some way to explain the importance that this particular make has in this country. Renault and Mercedes come in 2nd and 3rd on the podium with 8% and 7%.






Comparative analysis

After analysis of the share of voice in 5 countries, interesting patterns start to emerge. There are two brands that come in the top 5 of every country and have more than 5% of the share of voice: BMW and Mercedes. In fact, Mercedes does even better than that as it finishes in the top 3 results of each country.

Ferrari has a very good brand image outside of Italy, as it is the most mentioned car make in the UK. In this country, its strong presence can be explained by the huge number of F1 fans, even though very few publications about personal vehicles focus on Ferrari. Both German and French car manufacturers are the most referenced within their own countries.

Finally, it's worth noting that several brands appear in the top 10 of each country and are therefore internationally renowned car brands: Renault, BMW, Mercedes, Ferrari, Audi and Ford.

II. Facebook brand page classification (september 2011)

Brands in Facebook	
FACEBOOK PAGE	NUMBER OF FANS
 BMW	6,5 Million +
 FERRARI	5 Million +
 MERCEDES-BENZ	4 Million +
 PORSCHE	2 Million +
 JEEP	1,5 Million +

We carried out the Facebook analysis during September in order to study the impact that a motor show, like Frankfurt, would have on the social network. Only Facebook pages that are not affiliated with a particular country have been included (for example <http://www.facebook.com/renault> and not <https://www.facebook.com/RenaultDeutschland>).

Among the brands mentioned in this study, BMW is the most popular worldwide (<http://www.facebook.com/BMW>) with more than 6 million fans globally, meaning that it comes in ahead of Ferrari and its legendary reputation (about 5 million fans, <http://www.facebook.com/Ferrari>). The big German powerhouses, Mercedes and Porsche follow with 4 million and 2 million fans respectively. Finally, Jeep takes 5th position, the only non-European brand in the Top 5. Only 7 brands achieve 1 million or more fans; after that the number starts to decrease very rapidly. For example, Peugeot are in 19th position but only have about 350,000 fans.

Note: MINI doesn't appear in our top 5 results because the brand isn't counted in this study, although they do in fact have 2.5 million fans. Audi also is not mentioned because despite its Facebook page having 4 million fans it is also affiliated to the US.

Analysis of the level of engagement

The level of engagement of a Facebook post shows how many fans have shown their interest through 'likes' and comments. It is measured in relation to the total number of fans of the brand.

Note: The 3 brands with the highest level of engagement are not the brands with the largest number of fans: they are in fact Caterham, Maybach and Hummer, all of which have less than 1 million fans. Even though they don't have a very high number of fans they have produced posts that have proved to be very popular with Facebook users, demonstrated by the number of 'likes' and comments.

1. Caterham : most engaging post



Caterham Cars Ltd
Aha! The first '61' plate Caterham. What a glorious day to be collecting your brand new Superlight R500!



J'aime · Commenter · 1 septembre 2011, 05:25 ·





 Likes
132

 Comments
26

 Fans
7 000

2. Maybach : most engaging post



 Likes
518

 Comments
29

 Fans
45 600



Maybach Manufaktur added 8 new photos to the album Maybach Landaulet.



Like · Comment · Share · October 28, 2011 at 5:38pm ·

3. Hummer : most engaging post



HUMMER®

 Likes
1 914

 Commentaires
518

 Fans
143 000

The Frankfurt Motor Show: the opportunity to communicate with fans and to capture their interest.

Among the brands with more than 1 million fans, it's Aston Martin, BMW and Ferrari who reported the highest level of engagement in September. The three following posts were published at the time of the Frankfurt Motor Show in order to reveal the new products presented during the event.

4. Aston Martin : most engaging post



ASTON MARTIN

 Likes
11 356

 Comments
434

 Fans
1 000 000



5. BMW : most engaging post



👍 Likes
32 477

💬 Comments
1 435

👤 Fans
6 700 000

It was BMW that generated the most comments during September with more than 1 400 fan comments or 'likes' on this post showing the multiple ways it is possible to personalise the new 1 Series.



Rham Rovelo awesome!!!!!!
22 septembre 2011, 14:49 · J'aime · 🔄 2

Dilip A Kadam Amazing....
22 septembre 2011, 15:20 · J'aime · 🔄 2

Aashish Mayankar kya bathai
22 septembre 2011, 15:57 · J'aime · 🔄 1

Hamza Abid wow
22 septembre 2011, 19:39 · J'aime · 🔄 2

[more](#)

6. Ferrari : most engaging post



Ferrari

👍 Likes
14 157

💬 Comments
1 333

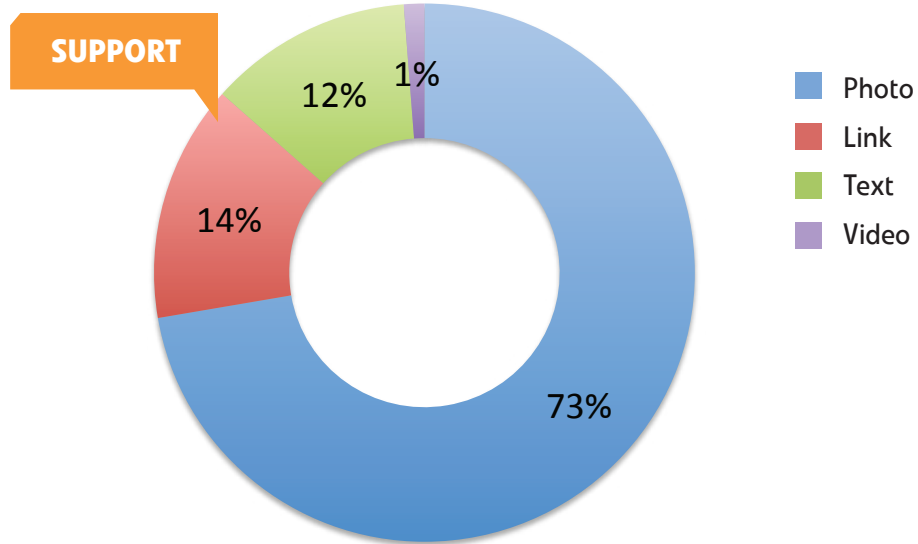
👤 Fans
5 200 000



The photo is the thing that most encourages fans to participate.

It's interesting to note that posts with photos prove to be the most interesting for fans. Of the top 10 most engaging posts, 7 were photo albums, 2 were photos accompanied by text and only 1 was composed of text alone.

This conclusion is corroborated by the overall analysis of the posts with the highest levels of engagement for all of the brands looked at in this study:



III. Car and motor industry blogs

The **Ebuzzing Labs** blog rankings provide a list every month of the 100 most influential blogs covering 41 different themes in 5 languages. To compile this list, our R&D team develops algorithms and tools capable of identifying which blogs were the first to share a particular piece of information or to spark a discussion. We continually study and measure the performance of over 3 million blogs and other types of media as well as following the recommendations made on social media sites.

Over the past 5 years, Ebuzzing has developed a precise knowledge of blog behaviour. The algorithm used by our R&D team allows us to:

- ✓ **Detect** the most influential blogs (at the top of our ranking)
- ✓ **Follow** their activity and their progression in the ranking
- ✓ **Identify** new entries in the world of car blogging

1. Consistent performers

BLOGS	EBUZZING RANKING	BLOGS	EBUZZING RANKING
Carscoop	1 →	Cars UK	6 →
Green Car Congress	2 →	Girlrace.co.uk	7 ↗
TheGreen-CarWebsite.co.uk	3 →	Cars and Motorbikes Mirror.co.uk	8 ↗
Parent Wheels	4 →	AROnline blogs	9 ↘
Autocar	5 →	Auto Trader Blog	10 ↘

The top 10 blogs have kept their top rankings for the past 6 months

2. The top 3 rising blogs

RANKING	BLOGS	MOVEMENT IN THE RANKING – 2ND SEMESTER 2011
4	Girlracer.co.uk	+ 18 places
8	Auto Trader Blog	+ 11 places
9	Cool Cars	+ 15 places

3. The top 3 new entries for 2011

RANKING	BLOGS	DATE ENTERED THE RANKING
24	europecarnews	March
34	Great British Sports Cars	May
35	Auto Car Review And Car Picture	May

Results taken from the Ebuzzing blog ranking from the 01/01/2011 to the 31/08/2011.

IV. Testimonial: Automotive Bloggers



We've spoken to some of the best UK Automotive bloggers to get an insight into their blogging passion and how they've managed to find success in this competitive category.

Making an impression

All of the blogs we spoke to focus on a particular area, which helps their blogs to stand out from the crowd. Chris Auty represents **Driving Spirit**, and believes "it's important to concentrate on one area and try to be an authority in that niche", which for him is hot hatches. For James Hind from **Car Buzz**, it is the fact that his team is "not afraid to give our true opinions on things" and "always add value to the news story for our readers by giving our expert opinion" that sets them apart. Their "fun and light-hearted features, such as our Top 10 Zombie Survival Cars and the range of infographics we've produced" appeals to the general public, as well as die-hard fans, which extends the **Car Buzz** blog's reach further. Mark Shaw from **Cool Cars and Girls** believes that the aesthetics of his blog are what sets it apart, so concentrates on "eye-catching images and large videos along with clear and concise content to make the blog as visually engaging as possible."

Getting Motivated

However, when it comes to the motivations for blogging, the bloggers seem to be more aligned. For **Car Buzz** and **Cool Cars and Girls**, the motivation comes from seeing their community's reaction to content. James (**Car Buzz**) says, "Nothing's better than when they share their views on a news item, or ask further questions or even challenge us over something." Whilst for Chris (**Driving Spirit**), his pure passion for the automotive industry is what has driven him to blog, as well as "a desire to create a credible and popular website." James also believes that "blogging is a great way to differentiate your product or service from the competition and to show you're knowledgeable in your field", demonstrating that business motives as well as personal passion are at the heart of automotive blogging.

Using Social Media

Aside from the motoring passion driving all of these blogs, it's important to understand how they are attracting and retaining readers. For both Mark (**Cool Cars and Girls**) and Chris (**Driving Spirit**), Social Media plays a large part in how they market their blogs, with **Cool Cars and Girls** being active on Facebook, Twitter, Reddit and StumbleUpon and focusing on SEO. As Mark told us, "being listed high in Google for the keyword "cool cars" was the main marketing objective for this blog" as well as, "regularly updating the blog, [which is especially important] for subscribers who want to see fresh content on the site, as do Google." Social Media is so important for **Cool Cars and Girls** that "We tweaked the blog in order to make it as easy as possible for people to like and share our content via social media", which has had very positive results.

For Chris, being active on Facebook, Twitter and Google +, he's very aware that he needs to "encourage audience participation with links to images, videos and other articles that aren't always my own." Letting us know why he's such a firm believer in Social Media being vital to the success of a blog, he said, "On one hand it allows me to engage with potential readers, but on the other it allows me to contact manufacturers who are also active on social media." In fact, **Driving Spirit's** first Car Review of 2012 was arranged via a contact made through social media.

Car Buzz, on the other hand, doesn't seem reliant on social media, according to James, as it markets itself "through guest posts on other car blogs, which is a nice way to get enthusiasts aware of our blog." However, his team has found "Twitter to be a great tool for building industry relationships and also driving traffic."

When bloggers notice an automotive brand on Facebook, what do they do? Well, for our interviewees the answer is very different, with Mark saying he'll "see if they have a Twitter account and follow them". For James, it doesn't depend on how many likes a page has, but on its activity levels, "I always like to see how strong the community is by getting involved and asking a few questions. I've seen a few brands have huge numbers of Likes, but actually no one is engaging with their content, whereas other brands don't have many fans, but those that are there are very involved in the page and regularly contribute." Whilst Chris says he'll "generally 'like' the page straight away if it's a manufacturer who I'm interested in", brands need to make sure they cater for all users with multiple, active social media profiles, rather than hoping that interest in a brand leads straight to a 'Like'.

Blog monetisation

Following all of this hard work marketing, the bloggers are very positive about monetising their blogs and working with brands who they feel will bring value to their readers. "For both display advertising and branded content, we only accept them if they are related to cars, meaning our readers should get some value from seeing them both", says James (**Car Buzz**); adding "Branded content is important for us in terms of revenue stream, but we are very careful to select only high quality stuff from trusted agencies with well-known clients, which is why Ebuzzing works so well for us." For Mark (**Cool Cars and Girls**), the branded content helps "to build the blog's authority and respect in the automotive niche", whilst for Chris (**Driving Spirit**), branded content must keep to certain rules. For him, "as long as it doesn't detract from the content, the advertising is relevant and the advertiser doesn't want to exert unwanted control over the material", then this works for **Driving Spirit**.

Whilst all of these bloggers are part of the automotive category, they all find different Ebuzzing campaigns enjoyable. For **Car Buzz**, it was Red Bull's campaign "that featured a couple of stunning videos of an F1 car tearing along a beach, and another F1 car racing up the side of a mountain!" Jeep's LA to New York adventure really appealed to **Cool Cars and Girls**, as the writers "have always dreamed one day of taking this trip ourselves and it has given us the inspiration to plan and hopefully very soon take this trip." The Honda Civic and Audi A1 Sportback campaigns "were for cars that fitted in perfectly with my usual material and so it was an easy decision to take part", for **Driving Spirit**.

Social Video

The rise of social video is having an impact on blogs, as Mark (**Cool Cars and Girls**) explains, "the future of social media will move away slightly from text-based communication to video and audio-based, making it more intuitive and instinctual". James (**Car Buzz**), has already noticed that his audience is becoming more and more interested in video and mobile content, "We get over 10% now of visitors on mobile devices, whereas last year it was closer to 5%, a big jump in just 12 months. Our site features a video page for each new car on sale, and we've seen that after the review pages, these are the most popular. Video also seems to be shared a lot more, we see on our Facebook and Twitter profiles that they tend to get more shares, partly I think as it's so easy to watch them within those platforms, without having to leave to external site to consume the content." However, this will add pressure on solo bloggers, like Chris (**Driving Spirit**) to produce "quality videos, images and written content."

So, will this lead to more vlogs arising in the Automotive blogging world? Well, **Cool Cars and Girls** won't be rushing to do this until prices are lower for high quality video technology. **Car Buzz** have stayed away from vlogging up until now, due to the large amounts of time involved filming and editing, but do understand its benefits, with James telling us, "Our industry is a very visual industry, people like to see the actual car talked about, so I think it's especially important for auto-blogs." Chris (**Driving Spirit**) backed this need to move into vlogging, telling us, "All of the big 'print' publications are moving to increased web content and video reviews, and that will move the bar up for smaller websites. It also increases engagement with the audience as they can then see the face behind the review and hopefully form a stronger, more loyal bond with that website's content."

Most interesting content for automotive blogs

Readers seem to be interested in a range of topics; however, each blog has an area that it focuses on to attract its target audience. For **Car Buzz**, "Consumption and environmental factors are key to car buyers, which is who our blog is targeted at, so posts on those topics always go down very well."; for **Cool Cars and Girls**, "it's all about the coolest cars and innovation"; and for **Driving Spirit**, "the emphasis on my own website is about power, acceleration and handling." Whilst the automotive market is suffering from a crisis currently, demand for automotive-related content is rising steadily according to James, who says "We have seen demand for fuel efficiency and money saving articles increase in the last 6 months though, which shows that the running costs and price of cars is becoming increasingly important." Mark is confident that "people still dream of owning a cool car and checking out cool cars; perhaps even more so in financially harder times."

Cars of 2011

We asked each blogger which car they would vote as the Car of 2011 based on the amount of online buzz it's created:



Car Buzz

“The **Mercedes** [campaign using] Google Maps [was] quite clever. It involves users trying to help someone 'escape StreetView' through an interactive video, so there's an element of competition and challenge in there, as well as the chance to win a brand new Mercedes.”

“The **Range Rover Evoque**, as the launch was very carefully and cleverly planned, with lots of anticipation built throughout the world for it. They did a number of teaser videos and gradual reveals months before it was launched, which created a huge build-up. Once it launched the product didn't let it down either, the bold styling and all-round quality meant it got a fantastic reception and has already won huge amounts of awards.”



Cool Cars and Girls

“We loved the Nissan Infiniti Digital Art Competition Gallery. Not only was the competition the first ever 'free to enter' international digital art competition of its type, but also we're big fans of art and high performance cars...so all this combined into a boutique-hotel-style centre was very innovative and eye-catching.”

“A high percentage of our content is based on concept design cars and none has attracted more attention than the **Ferrari 612 GTA**.”



Driving Spirit

“I have been most impressed with the recent **Honda Civic** campaign. The innovative use of YouTube for the 'Follow Happy' interactive game and the use of the Honda Experiment videos and website to encourage active participation by the viewer - it's a clever and subtle way of getting Honda's message across to potential buyers. Because it's not traditional salesmanship it also makes it easier to share on social media as there's some entertainment to be found, not just a blatant advertisement.”

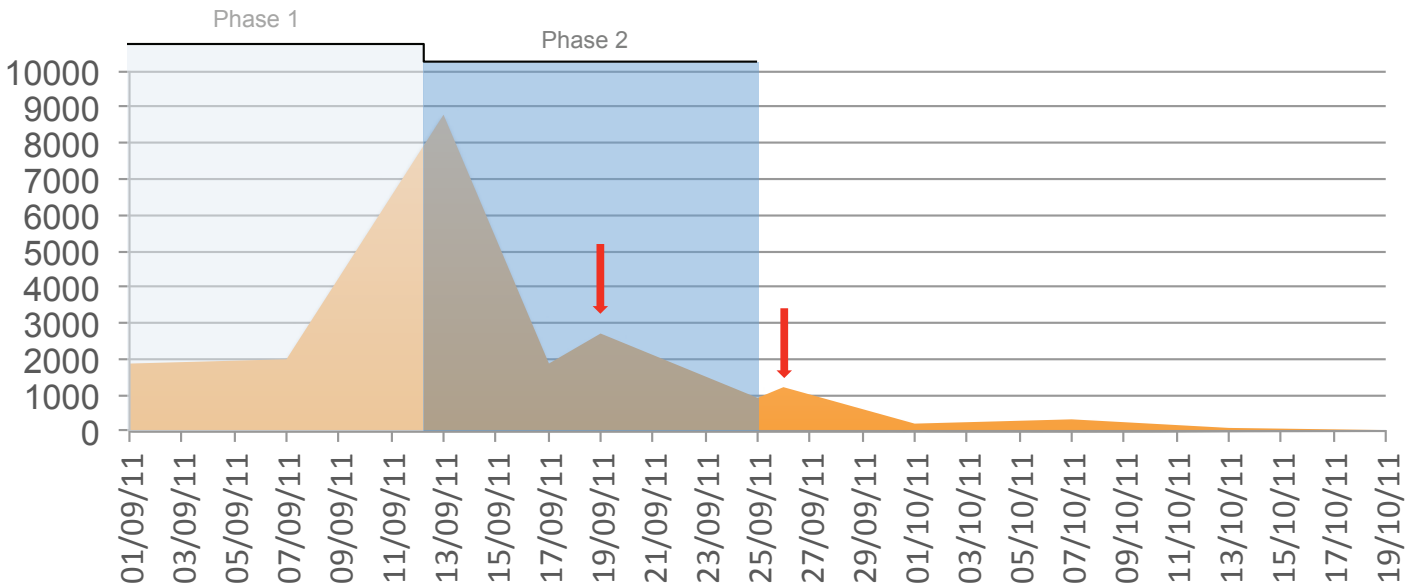
“In the hot hatch sector the source of the biggest buzz has probably been the **Ford Focus ST**. Ford have been leaking details and previewing concepts for a couple of years now, as well as releasing videos about the development of the car. It's helped to build a level of anticipation amongst the hot hatch community and I'm sure it will pay dividends when the car goes on sale next year.”

V. Buzz : Frankfurt Motor Show

The Frankfurt Motor Show is a major international event that takes place in September. Car manufacturers go to present their new models and latest innovations to the press and the public. We will be focusing on the 'buzz' that the Motor Show created in Europe as well as which brands took advantage of the opportunity to increase their online visibility between the 1st September and 15th September.

1. The general 'buzz' surrounding the Frankfurt Motor Show

A. Graph showing publications



The Frankfurt Motor Show was held from 13th to 25th September. This graph shows us the total publications on the subject on blogs, traditional news websites and on Twitter in France, Italy, UK, Germany and Spain.

We recorded **more than 70,000 publications** over the two-month period studied, which is a very large amount for this type of event.

Phase 1

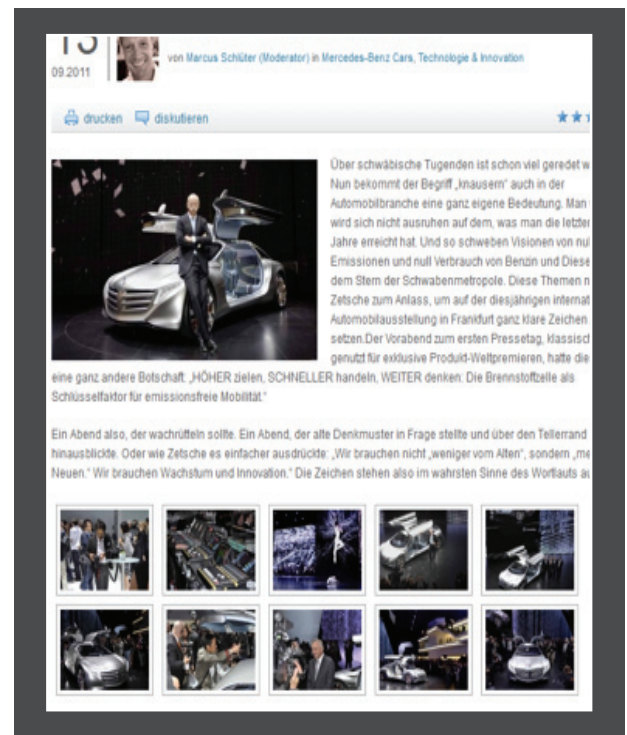
Firstly, we can see that the Motor Show was **already being talked about in the days preceding the official opening**. These publications were mostly **teasers and announcements of new products that were set to be unveiled**. Many videos were posted and shared to ensure that they reached as wide an audience as possible. The brands themselves are often the ones behind these publications, using them to communicate directly with fans.



Examples of 'teaser' publications

Phase 2

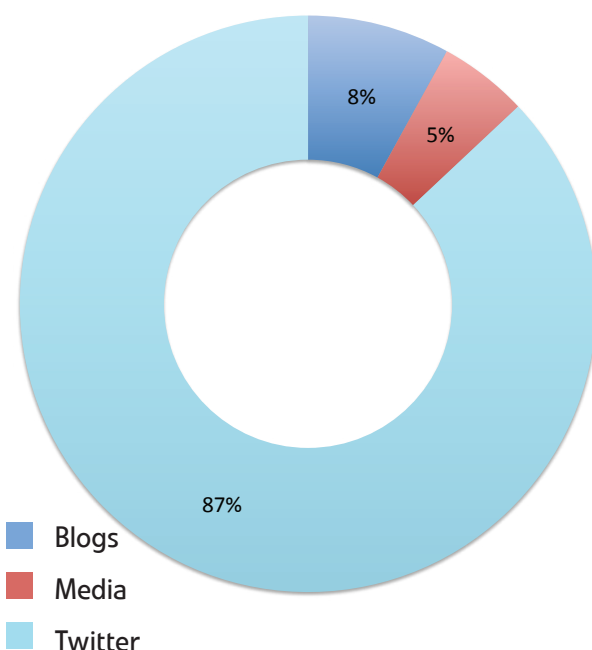
The peak of the publications appears on the 14th; this is to be expected, as it is the opening day of the show. On this day more than 80,000 publications appear, followed by a repeat performance the second day, showing the keen interest surrounding this event.



Examples of the publications appearing during the first days of the salon

The 'buzz' then falls rapidly until there's a sudden jump in publications on the 19th. This is not due to any particular event but is actually based on the calendar. 19th September is a Monday, meaning that one week of the Motor Show has already gone by and the blog authors are both recapping the events of the previous week as well as trying to drum up interest for the events still to come. We can see that this phenomenon is repeated a week later, but on a smaller scale.

2. Distribution of 'buzz' between different platforms

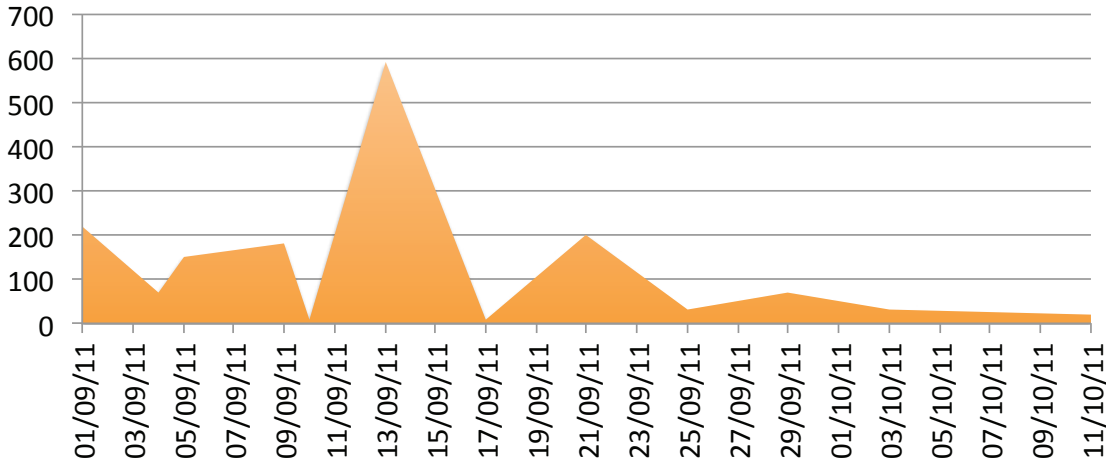


Twitter clearly dominates in terms of the number of publications, due to the very nature of the social network that allows users to relay information to the online community extremely quickly.

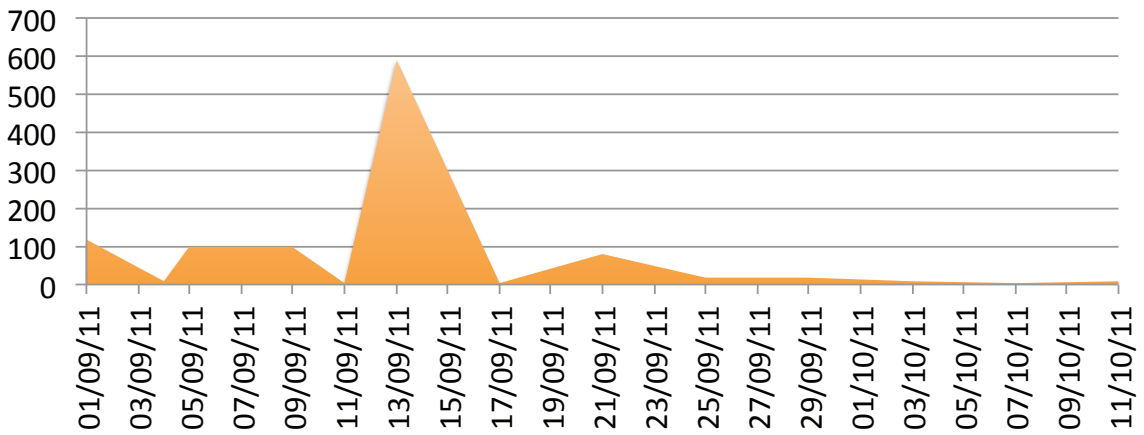
Also, thanks to being shared on Twitter, the many videos that were published have elicited a widespread response. Some of them have even had a viral effect: for example, exclusive looks at new car models or designs, first test-drives etc. The online community react very well to this type of content and therefore share it widely. Thus, a video is bound to spread quickly if the first people to publish it are well-targeted users with a strong influence on the industry or if the content itself is exciting enough to spontaneously spark discussion.

Blogs and the media

Editorial Presence



Media



Blogs

These two media platforms are very similar, both in terms of number of publications and in temporality. This shows that all over Europe both the media and the bloggers wanted to share information about what was happening in Frankfurt. The bloggers published personalised write-ups of the events, details of new products, their favourite things at the Motor Show etc.



Al Salone di Francoforte Lamborghini toglie i veli alla Gallardo LP 570-4 Super Trofeo Stradale, la più potente Gallardo mai realizzata nonché la variante che si pone al vertice della gamma della V10 di Sant'Agata Bolognese. Ispirata e derivata dal mondo delle corse, la vettura verrà prodotta in serie limitata di 150 pezzi numerati. Questa splendida creatura si caratterizza per una vistosa ala posteriore (regolabile in due posizioni) che le conferisce un maggiore carico aerodinamico, fino a circa 3 volte quello della Gallardo LP 560-4, con chiari benefici per la stabilità, specie nel misto veloce. Ripreso dal mondo delle corse anche il cofano motore asportabile con sistema di sgancio rapido. Entrambe gli elementi suddetti

Estreno mundial en el Salón del Automóvil de Frankfurt del Concept Car SEAT IBL



Estreno mundial en el Salón del Automóvil de Frankfurt. SEAT ha desvelado esta noche su nuevo Concept Car, el SEAT IBL. El fabricante español muestra de manera consecuente el inconfundible ADN de su diseño: el nuevo IBL es una fiel expresión de la estética característica de la marca, plasmada en una berlina de formas marcadamente dinámicas y deportivas. El SEAT IBL conjuga un diseño exterior purista con un interior innovador que brilla por la calidad y precisión de sus acabados.

IAA 2011: Live Photos from the VW Group's Frankfurt Preview Event



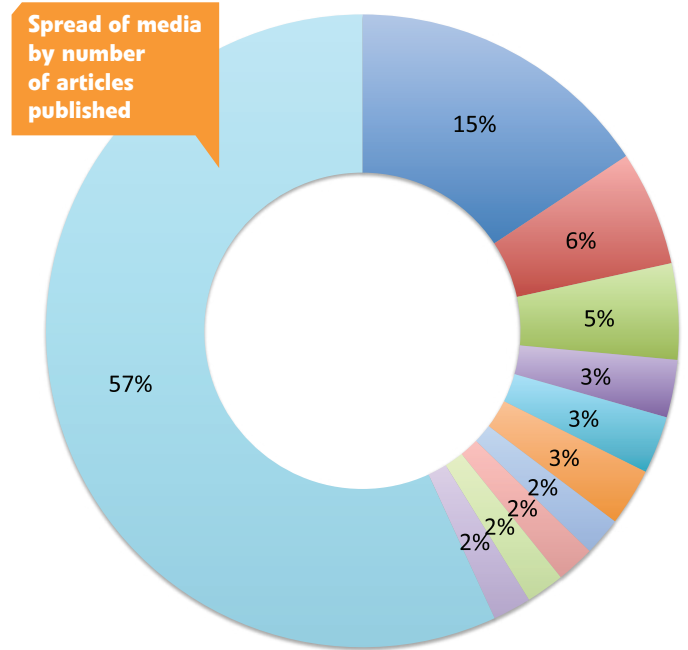
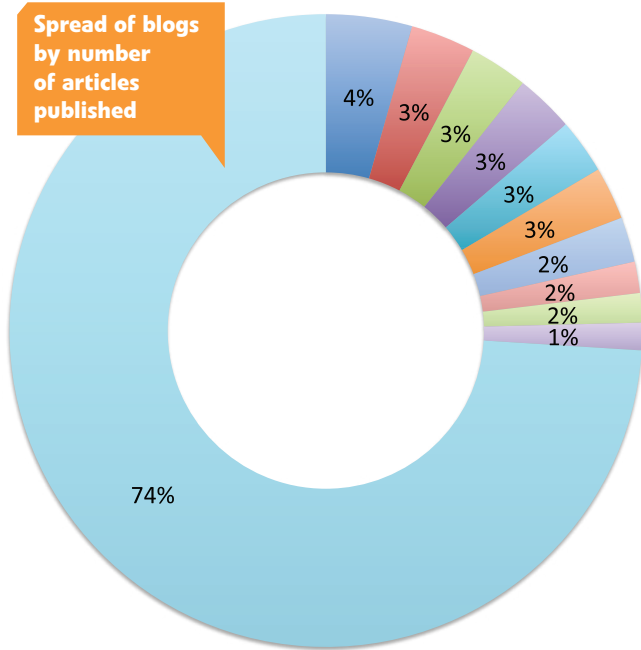
Salon de Frankfurt 2011 : la Mercedes Classe B en photos



Examples of publications both on blogs and in the media

The content published by bloggers and by the mainstream media was very similar, consisting mainly of information about the car manufacturers and details of new products.

Influential websites

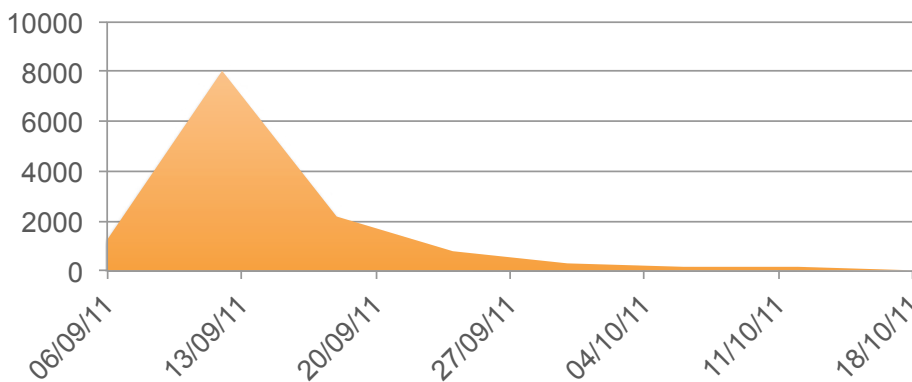


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| Autoblog.it | Diarimotor.com | Caradisiac.com | Infomotori.com |
| Automocioblog | Motoradictos.com | Turbo.fr | Kfz.net |
| Carscoop.Blogspot.com | Blogautomobile.fr | Finanzen.net | Presseportal.de |
| Allagueda.it | Highmotor.com | Sport-prestige.com | Just-auto.com |
| Other | | Other | |

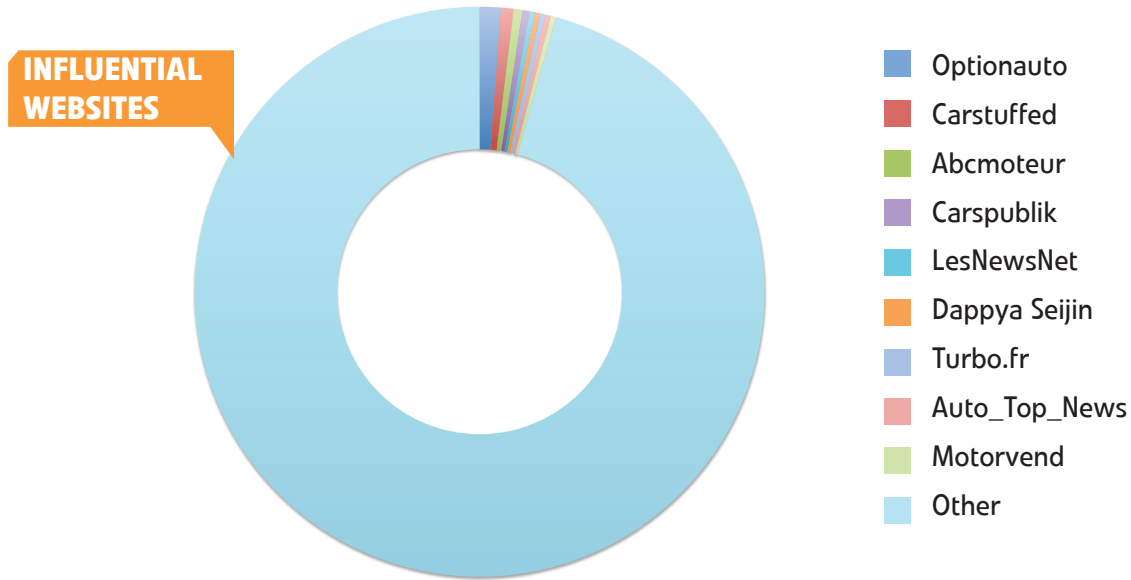
There were also certain sites, both blogs and news websites, which offered complete coverage of the event: [leblogauto.fr](#) and [automocionblog.com](#) for blogs and [Kfz.com](#), [omniauto.it](#) and [just-auto.com](#) for news sites. On the blog side of things, sites dedicated to up to date car industry news provided special coverage for the event, as is to be expected. Leblogauto.com published more than 200 articles over this period, equalling about 7 or 8 a day. Autoblog.it used the same strategy, choosing to create a strong presence using a high volume of publications. Equally, on the media side, we can see that [autotitre.com](#) (a news website) published more than 500 articles, as did other French sites such as [caradisiac.com](#) and [turbo.fr](#). On these media platforms, the Frankfurt Motor Show really was in the lead during this period.

Twitter

Editorial Presence

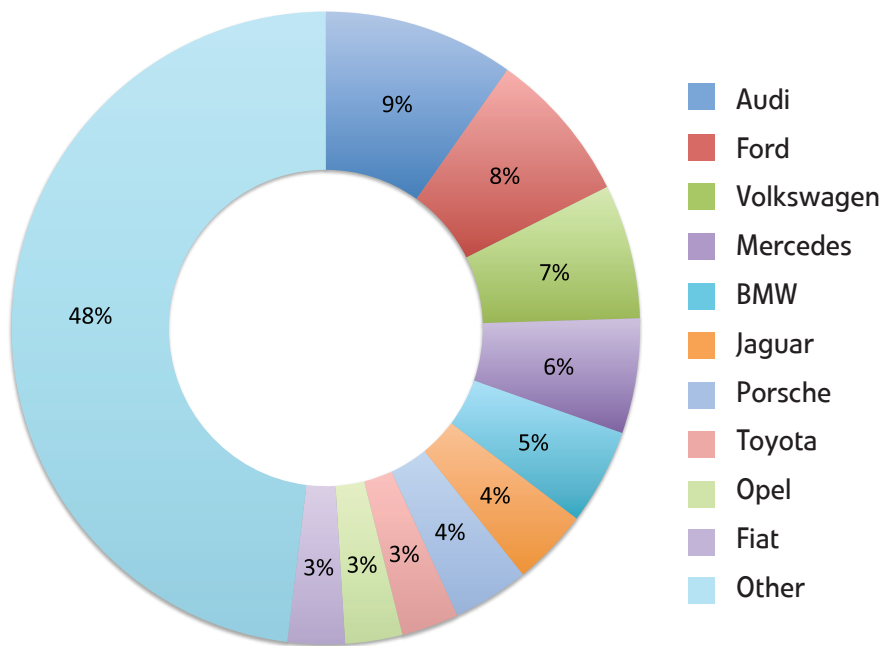


The publication of tweets followed pretty much the same rhythm as on the blogs and in the media, the main difference being that on Twitter, **there were roughly 10 times more publications**. As previously analysed, the type of content being exchanged regarding the Motor Show (videos, photos, comments) particularly lends itself to the high diffusion rate on Twitter, notably by the 'retweet' function.



A certain number of the most influential blogs and news sites are already extremely well known. For them, social networking is a great way to reach a wider audience and to increase the visibility of their publications.

B. The ways in which the brands benefitted from the 'buzz'



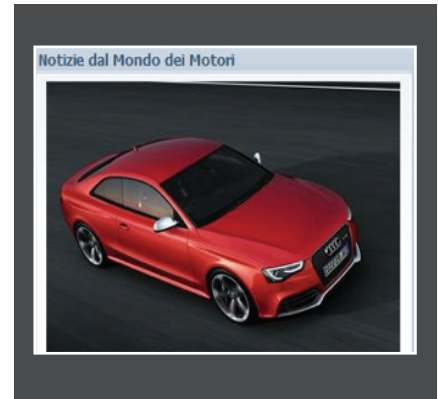
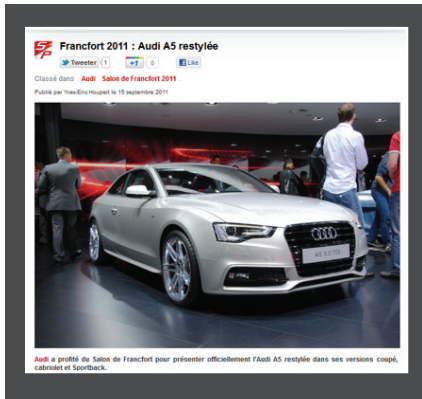
Certain car manufacturers particularly benefitted from the Frankfurt Motor Show as it ensured a strong media presence for them. As we can see, Audi moved ahead of its competitors with 10% of the share of voice. During this period, Jaguar and Porsche enjoyed a share of voice significantly higher than for the rest of the year.

I. Mass market car manufacturers

The large car manufacturers like Audi, Ford, Volkswagen and Toyota also ensured a strong media presence over this period.

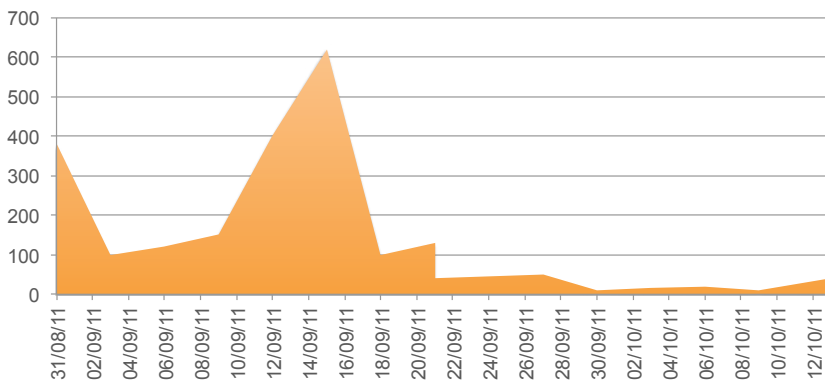
Focus on Audi

Audi is at the top of the ranking with 10% of the share of voice. If we compare this with the first part of the study (see the data from the previous section), it's obvious that Audi increased its presence during the Motor Show and in fact seems to be the brand that put the most effort into ensuring that this was the case. As a reminder, Audi comes 3rd in share of voice distribution in Germany, 6th in France and Italy, 8th in the UK and 6th in Spain. Audi seized the opportunity to unveil new, highly awaited models such as the A5, the RS5 and the A2.



Examples of publications about Audi during the Frankfurt Motor Show

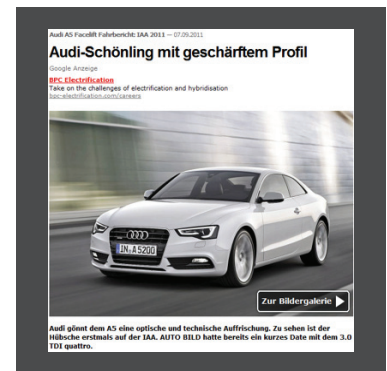
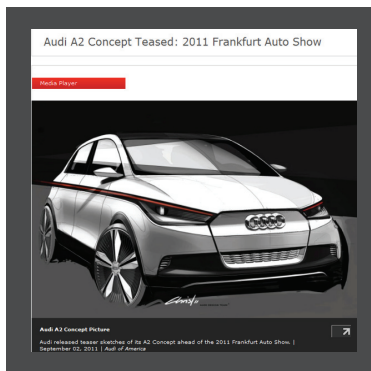
It therefore seems that Audi chose to reach as wide an audience as possible by unveiling new innovations for a large range of its different car models. This also guaranteed the brand a strong media presence that continued as each new model was presented. Generally, this is what all of the brands tried to do.



Consequently, the graph showing Audi's editorial presence follows the same pattern as the one showing the 'buzz' surrounding the Frankfurt Motor Show as a whole; although it is slightly adapted to the specific events of this brand, the two main peaks still occur on the 14th and 19th, as is the case with most of the car manufacturers studied.

However, other dates also came out with a high number of publications, for example the 2nd and 7th September with 350 and 300 publications respectively. The first was related

to a teaser presenting an artist's impression of the A2 concept car, a small estate car with an electric motor. The car was later unveiled at the Motor Show, but never managed to spark as much discussion as it did on the 2nd September.



Artist's impression of the A2 concept car

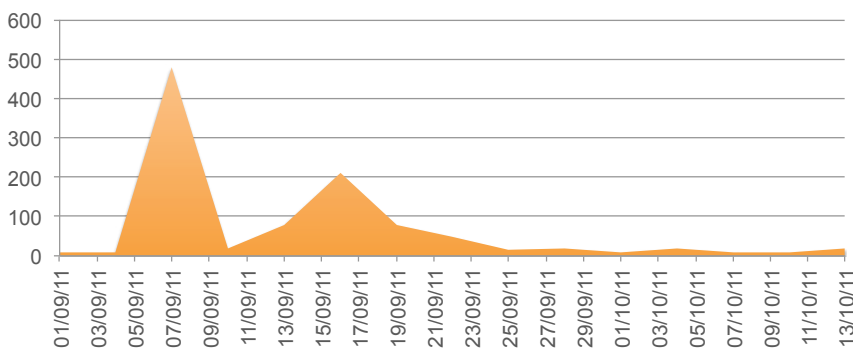
The 'buzz' on the 7th wasn't actually about a different vehicle but rather the release of further information relating to the A2, especially official photos, and was therefore more of an echo of the 2nd. There are also other models that were presented at the event that were also being discussed, such as the S7, the S8 and the A5.

II. The luxury brands

Luxury brands have a larger share of voice during the Motor Show than they do for the rest of the year. Porsche and Jaguar are not that far up the share of voice rating most of the time, but **they seem to take advantage of this type of event to really enforce their media presence**. A motor show like this is an excellent opportunity for them to promote themselves: **fans are there, waiting for new models to be announced, and even if they can't buy the car they can at least dream about owning one**. Importantly, this is then reflected in the media.

Focus on Jaguar

In analysing the timeline of publications relating to Jaguar we can see that in general it follows the same pattern as the others, except for a singular peak:



On the 7th September, the brand registered an important peak due to more than 500 publications concerning the new C-X16 model. This same peak was recorded in all countries studied as they all paid particular attention to this event.



Publications about the Jaguar c-x16



These publications appeared before the start of the Frankfurt Motor Show and were shared numerous times on Twitter. Videos and photos of this new model sparked a lot of discussion and the online community quickly shared them, leading to a wide diffusion of information. The fact that this event happened before the Motor Show had officially opened allowed Jaguar to avoid a build-up of information.

Jaguar published official photos of this new model on its Facebook page on the 7th September, starting a real interaction with the online community. Several thousand 'likes' but more importantly several hundred comments were registered. The reactions on Facebook can therefore be seen to reflect the reaction encountered on other platforms. However, it is worth noting that even though Jaguar is happy to create the buzz by releasing the information it does not really participate in the ensuing discussions.



Publications on Jaguar's Facebook wall on the 7th September, the day of the official presentation of the C-X16

Conclusion

The Frankfurt Motor Show sparked the interest of numerous blogs and news websites, which then relayed the most important events. In all of the countries studied, a high number of publications were released both during the week before the Motor Show and the first few days following the official opening.

The discussions mainly took place on Twitter, which recorded 10 times more publications than blogs and media websites. This fact can be explained by the type of content related to this event: the most engaging publications were videos and photos, both of which have huge potential to go viral on Twitter. Internet users in Europe really went for it, sharing, tweeting and re-tweeting these publications to the online community. Among the brands included in this study, **Audi in particular contributed a lot to the 'buzz' surrounding the Frankfurt Motor Show.** It succeeded in reinforcing its media presence by releasing announcements that were of interest to each of the different sections of its client base. **The more mass market car manufacturers like Ford or Volkswagen were also extremely well represented in the media** during the Motor Show due to their numerous presentations.

There is also the case of manufacturers like **Jaguar and Porsche which are not usually in the top 10 list of brands** mentioned on social media networks but **managed to step their game up during this period.** Jaguar started creating a 'buzz' even before the Motor Show started. It took advantage of both the event and the fact that its fans were waiting for the new model to be released in order to launch a highly successful marketing campaign.

The brands in this study all approached the Motor Show with different marketing strategies depending on their objectives, their targets, their brand identity and their budget. The two detailed examples illustrate two different ways of increasing brand visibility in the media and engaging with their fans and online community.

ABOUT

Ebuzzing is the Global Platform for Social Media Advertising.

Our network focuses on social publishers including 40,000 influential blogs, vertical social networks, Facebook applications, social games and mobile apps, providing an explosive mix of influence, reach and engagement.

Using Social Video Advertising, Facebook Fan Recruitment and Sponsored Conversations, we have created campaigns for more than 2000 clients. Check out our video for more info about the company, and our new social media influence tool, Ebuzzing Labs.

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VII. List of brands studied

A

Abarth
Acura
Alfa Roméo
Aston Martin
Audi

B

Bentley
BMW
Bugatti
Buick

C

Cadillac
Chevrolet
Chrysler
Citroen

D

Dacia
Daihatsu
Dodge

F

Ferrari
Fiat
Ford

H

Honda
Hummer
Hyundai

I

Infiniti

J

Jaguar
Jeep

K

Kia

L

Lamborghini
Lancia
Land Rover
Lexus
Lincoln

M

Maserati
Maybach
Mazda
Mercedes
Mistubishi

N

Nissan

O

Opel

P

Peugeot
Porsche

R

Renault
Rolls Royce

S

Saab
Skoda
Suzuky

T

Toyota

V

Volkswagen
Volvo