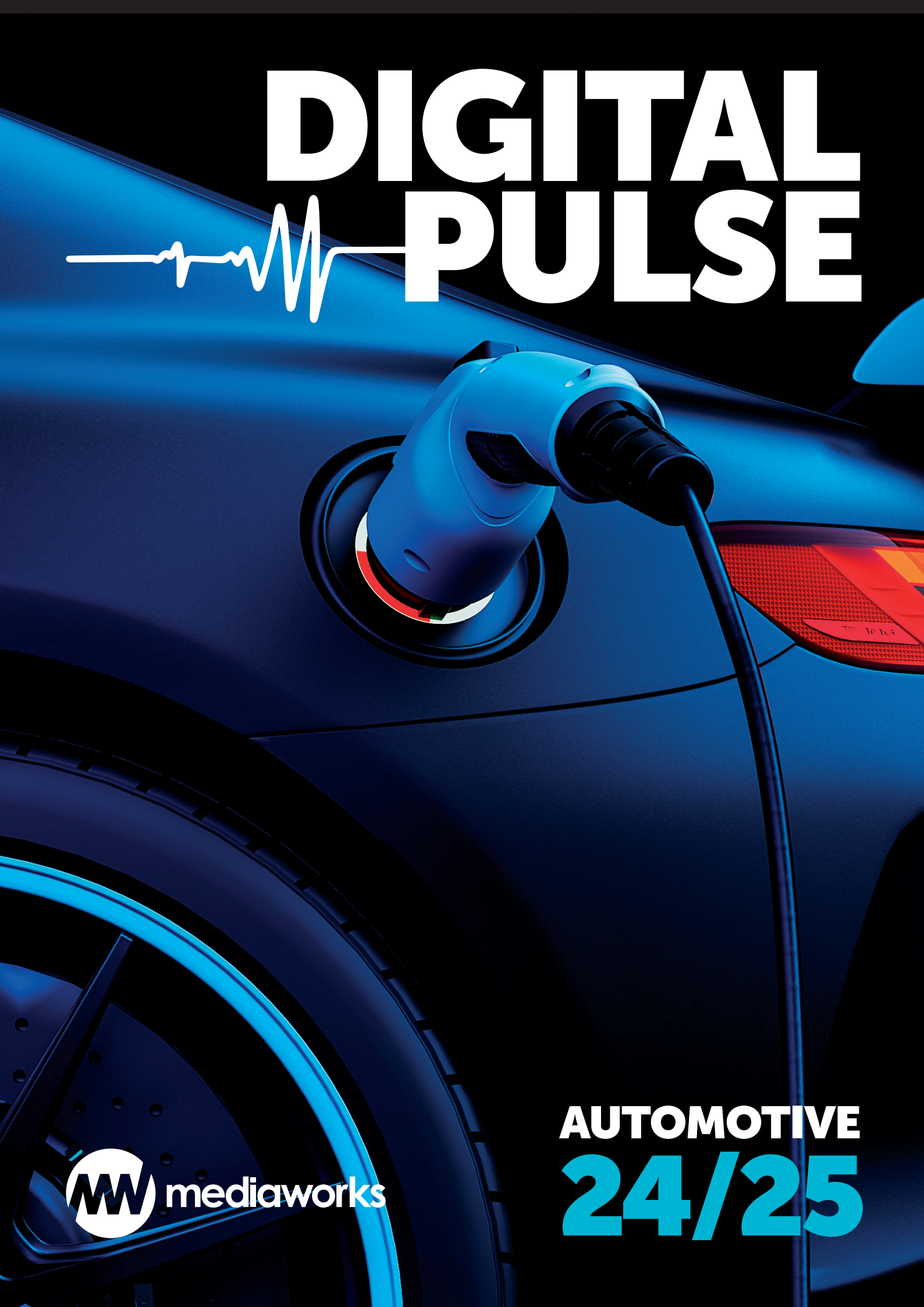
DIGITAL PULSE



mediaworks

AUTOMOTIVE 24/25

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Foreword

Driving Change: Digital Evolution in Automotive



Andy Blenkinsop
Chief Strategy Officer

The automotive industry is undergoing a significant transformation, driven by the rapid rise of digital technologies. This Pulse Report provides an in-depth exploration of the key digital trends reshaping the automotive sector, offering valuable insights for industry professionals and marketing decision-makers. From the integration of artificial intelligence and machine learning to the emergence of autonomous vehicles and the expansion of connected car ecosystems, these trends are revolutionising how vehicles are designed, manufactured, marketed, and consumed.

The insights presented here highlight the importance of digital transformation, personalisation, and data privacy as critical areas of focus. Additionally, the shift towards electrification and sustainability is gaining momentum, further supported by evolving consumer preferences and regulatory pressures. As the automotive landscape continues to evolve, understanding these trends is essential for navigating the future of mobility and capitalising on the opportunities presented by this digital revolution.

We extend our gratitude to the industry experts and clients whose insights have enriched this paper, and we hope that it will serve as a valuable resource in your strategic decision-making processes as you embrace the future of the automotive industry.

Automotive trends



The automotive industry is rapidly evolving, driven by advancements in technology, sustainability, and shifting consumer preferences.

Leading manufacturers and innovative startups are reshaping the future of mobility by advancing electric vehicles (EVs), autonomous driving technologies, and pioneering design. In this highly competitive landscape, companies are adapting to meet the growing demands of an environmentally conscious, digitally connected world. These trends are directly influencing the automotive industry and consumer buying behaviour. Explore how these shifts may impact your business and discover how Mediaworks can support your growth.

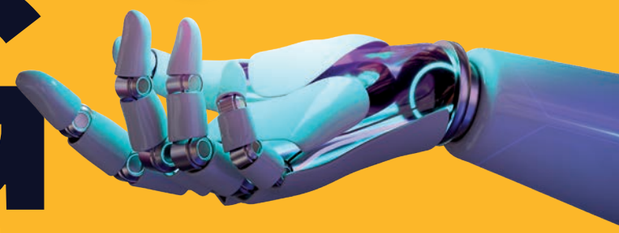
Electric Vehicles

The shift towards electric vehicles continues to dominate the UK automotive landscape, spurred on by the Government's target to ban the sale of new petrol and diesel cars by 2035.

- **Growth of EV Sales:** EVs now make up a significant portion of new vehicle registrations. Brands like Tesla, Nissan and traditional manufacturers like Volkswagen are leading the market.
- **EV Infrastructure Expansion:** To support EV growth, there is an increased focus on expanding the public and home charging infrastructure. The UK Government is investing heavily in rapid charging networks to accommodate more electric vehicles.
- **Battery Innovation:** Manufacturers are working on improving battery technology to increase driving range and reduce charging time, which will be a key factor in wider EV adoption.



5G Connectivity



The connected car market is projected to reach £144 billion by 2028

The integration of 5G and Internet of Things (IoT) is significantly enhancing connected cars by enabling faster data transmission, lower latency, and improved communication between vehicles (V2V) and infrastructure (V2I). This technology allows cars to interact with smart cities and home devices, improving safety, reducing traffic congestion, and enabling predictive maintenance as well as more efficient emergency responses.

The connected car market is experiencing rapid growth, driven by technological advancements, increasing demand for enhanced driving experiences, and Government regulations around vehicle safety and emissions.

Globally, the connected car market was valued at approximately $63 billion in 2021 and is expected to exceed $191 billion by 2028, with a compound annual growth rate (CAGR) of around 17% from 2021 to 2028. In the UK, this market is also expanding swiftly, projected to reach £291 billion in the coming years, reflecting the global trend towards the integration of digital technology smart technologies in vehicles.

Source: Globe Newswire and Knowledge Sourcing Intelligence LLP



Infotainment

Self-driving technology is evolving, with companies like Tesla, Waymo, and traditional manufacturers investing heavily in autonomous driving systems.

Full autonomy is still in development, but features like advanced driver-assistance systems (ADAS) are becoming standard.





£1 billion of Government Incentives to support the UK automotive sector

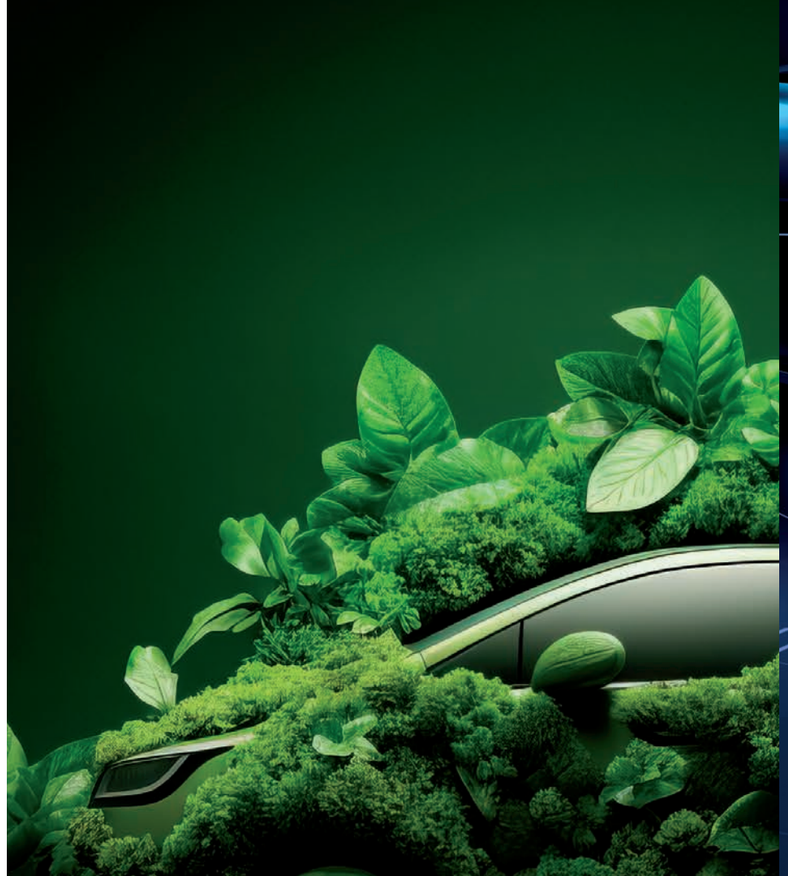
The UK Government's policies, particularly the ban on new petrol and diesel cars by 2035, are transforming the automotive industry. This shift drives manufacturers to invest in electric vehicles (EVs) and innovate in battery technology.

To facilitate this transition, over £1 billion is allocated to enhance EV infrastructure, including an extensive network of charging stations, boosting consumer confidence in adopting electric vehicles.. Government incentives, such as grants for EV purchases, will further influence market demand.

Stricter emissions standards will compel manufacturers to adopt cleaner technologies, while increased competition in the EV market will drive innovation, benefiting consumers with better options.

However, the transition may pose challenges, including potential job losses in traditional vehicle manufacturing and the need for worker retraining. Overall, these policies are reshaping the automotive landscape, fostering sustainability and positioning the UK as a leader in the global EV market.

Source: House of Commons Library



Eco-Friendly Materials

The use of "eco-friendly" materials in the automotive industry is a complex issue. While there is a growing demand for sustainable vehicles, the term can be misleading.

Challenges include defining "eco-friendly," trade-offs between sustainability and performance, greenwashing, supply chain issues, and end-of-life management. Despite these challenges, the trend towards eco-friendly materials is increasing, driven by technological advancements and consumer awareness.



Talent Shortages and Digital Partnerships

The UK automotive industry faces a shortage of skilled workers, particularly in engineering and technology.

This could slow innovation and production. Collaborating with external digital partners could help address these challenges by providing access to skilled professionals, specialised expertise, and accelerated innovation. By partnering with digital businesses such as Mediaworks, the UK automotive sector can mitigate the impact of talent shortages and position itself for long-term success.



Growth of the Used Car Market:

The UK used car market grew by 9% in 2023, driven by supply chain disruptions in the new car market.

Source: SMMT



Artificial Intelligence (AI)

AI is playing a key role in various aspects of the industry, from enhancing the user experience with in-car virtual assistants to improving manufacturing processes through automation. AI also aids in fleet management and predictive maintenance, offering cost-saving solutions for businesses.

insights

Navigating the Digital Shift

As the automotive retail landscape shifts towards digital-first experiences, marketing leaders must adapt to new technologies and strategies to engage today's digitally savvy consumers.



Brett Jacobson
Chief Executive Officer

A Guide for Marketing Leaders

The UK automotive retail sector is rapidly shifting, with the digital realm becoming the new showroom. By 2020, over 30% of UK car buyers were comfortable completing an entire vehicle purchase online. For marketing leaders, this marked a critical point: digital platforms are no longer optional—they are essential. With 92% of customers researching online before visiting a dealership, the car-buying journey now begins digitally. This shift demands seamless online experiences that inform and engage consumers, moving them closer to a purchase decision without setting foot in a dealership

Personalisation

Today's buyers expect more than just static images and descriptions. Virtual showrooms offer 360-degree views, interactive customisation, and detailed vehicle information that replicate the in-person experience. This immersive digital engagement builds trust and allows potential buyers to visualise their new car before they step into a dealership this is now the new standard.

We all know if we aren't doing, then our competitors will be. Personalised marketing, powered by data, is essential in this digital landscape. By leveraging customer insights, automotive marketers can target potential buyers with tailored content that aligns with their interests, such as specific vehicle types or financing options. Personalisation enhances engagement, drives conversions, and ensures a higher return on marketing investment.

> “Success in the evolving automotive market requires embracing digital platforms as a necessity, not an option. By utilising data-driven insights, immersive virtual showrooms, and personalised campaigns, automotive brands can deliver seamless online experiences that boost engagement, drive conversions, and increase revenue.”
>
> **Brett Jacobson**
> Chief Executive Officer

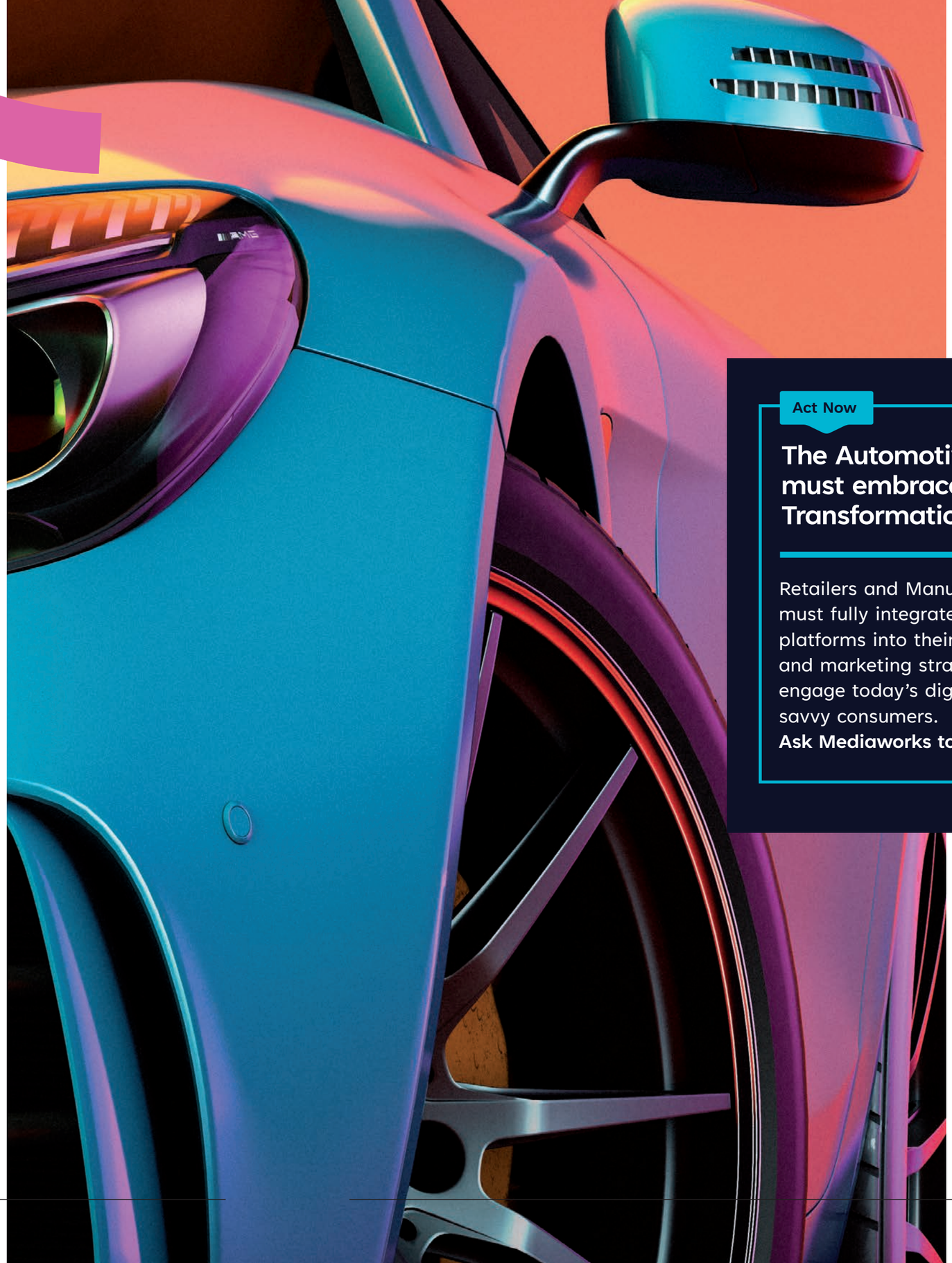
Advanced analytics helps you go beyond basic demographics by tracking buyer behaviour, online searches, and interactions, allowing for hyper-targeted campaigns. By understanding the specific interests and needs of your customers—such as a preference for electric vehicles or luxury cars—you can craft marketing messages that resonate at the right time, driving higher conversion rates and improving overall campaign performance.

Content that Converts
Content plays a crucial role in influencing purchase decisions. High-quality videos, such as vehicle walk-throughs and virtual test drives, are key tools for engaging potential buyers. Video content is highly effective in automotive marketing, providing an emotional connection and helping consumers feel confident in their decisions. Educational content, such as buyer guides or blogs on new vehicle technologies, also positions your brand as an authority, nurturing consumers through their journey and guiding them towards a final purchase.

Riding the E-commerce Wave
As online car purchases rise, marketers must ensure the digital transaction experience is seamless. A robust e-commerce platform that allows for customisation, financing, and secure payment is critical. Ensuring transparency and ease of navigation throughout the process builds consumer confidence in online purchases.

Building Trust
With increased digital transactions comes the need for strong cybersecurity measures. Customers sharing personal and financial information must feel secure, and it’s essential to communicate your brand’s commitment to protecting their data.

A Trusted Partner: Enhancing In-House Teams
Partnering with a digital marketing agency can amplify your in-house team’s efforts, offering specialised expertise in areas like SEO, paid media, and data analytics. Rather than replacing your team, an agency acts as an extension, providing the tools and insights needed to stay competitive and agile. **We all need advice from Trusted Experts and Partners to stay ahead of the curve.**



Act Now

The Automotive sector must embrace Digital Transformation:

Retailers and Manufacturers must fully integrate digital platforms into their sales and marketing strategies to engage today’s digitally savvy consumers.
Ask Mediaworks to help.

insights

Leading the Charge in Electric Vehicle Adoption

As the automotive industry shifts towards electrification, marketers face the challenge of promoting sustainable solutions while addressing consumer concerns about electric vehicle adoption.

The automotive industry is rapidly accelerating towards an electrified future. In 2022, global electric vehicle (EV) sales surged by 43%, hitting a record 10 million units.

This remarkable growth reflects an increasing consumer demand for more sustainable and eco-friendly transportation options. As concerns about climate change intensify and regulations around emissions tighten, the shift to electrification is no longer a niche trend—it's becoming a mainstream movement that's reshaping the entire automotive landscape.

For marketers, this presents both an opportunity and a challenge. On one hand, the surge in EV adoption highlights the growing appetite for green solutions, giving brands a chance to align themselves with sustainability, a value that is increasingly important to modern consumers. Crafting campaigns that emphasise a brand's commitment to environmental stewardship and promoting the benefits of EVs, such as lower emissions, long-term cost savings, and cutting-edge technology, can be highly effective in building brand loyalty and attracting new buyers. However, significant challenges remain. Despite the upward momentum, 60% of potential EV buyers still cite concerns about charging infrastructure as a key barrier to making the switch. Consumers worry about limited access to charging stations, long charging times, and potential disruptions to their daily routines. Addressing these concerns is essential for marketers who want to overcome this hesitation and drive broader EV adoption.

Marketing teams must actively educate consumers on the evolving state of charging networks, highlight improvements, and partner with infrastructure developers to demonstrate that these issues are being addressed. Through targeted content, strategic partnerships, and transparent communication, automotive brands can alleviate concerns, build consumer confidence in EVs, and position themselves as leaders in the shift towards a sustainable, electrified future. This not only strengthens a brand's market presence but also helps pave the way for a greener automotive industry.



Over 20%

of all new car registrations in 2023 were electric, up from just 2.7% in 2018

Source: BookMyGarage and Electrive

30%

is the reduction in average CO2 emissions of new cars in the UK over the past decade.

Source: Gov.UK

What's powering our cars:

- Petrol 58.3%
- Diesel 34.0%
- Hybrid Electric 3.3%
- Battery Electric 2.7%
- Plug-In Hybrid 1.6%

Source: International Energy Agency and SMMT Media Centre

Audience insight

A deep understanding of your target customers is crucial for ensuring the effectiveness of your strategies. In the automotive sector, two important segments to focus on are first-time buyers and growing families. But what do we know about these groups?



First-time buyer

First-time buyers are typically aged between 17 and 24, and are highly money-driven, fashion-conscious, and adventurous. When searching for their first car, they show a preference for electric vehicles, with key interests in sports, gaming, and business.

They often discover brands through ads on music streaming services and podcasts, and place significant trust in social media and influencer recommendations. They value brands that are young, trendy, and bold, offering personalised experiences and enhancing their personal image.

Growing family

Individuals looking to upgrade their car due to an expanding family are typically career-focused, financially motivated, and open-minded. They have strong interests in sports, business, and gambling, and tend to favour SUVs, with an increasing interest in electric vehicles.

They discover brands through ads on music streaming services, expert blogs, and vlogs, while heavily relying on online product research and recommendations from social media influencers. Brands that are youthful, exclusive, and trendy, offering personalised services, strongly appeal to them.





Growing Family:

Segmentation: Life events in the next 6 months: Having a baby and are planning to purchase a car in the UK.

Population: 359k | **Sample Size:** 214

“I’m career-focused and money-driven”

GWI.

Attitudes:

I buy products / services to access the community around them

i.420

I tend to buy brands I have seen advertised

i.211

I trust what online reviews say about products / services

i.152

I look for expert opinions before buying expensive products

i.113

I research a product online before buying it

i.87

Interests:

Sports

i.357

Business

i.224

Gambling

i.221

Online Purchase Drivers

Option to use “buy” button on a social network

i.350

Exclusive content or services

i.281

Recommendations for the product / company from influencers on social media

i. 294

‘I’ represents the “Index Score.” A score of 100 means the audience aligns with the general population. Scores above or below 100 indicate how much more or less likely the audience is to exhibit the behaviour compared to the average.

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Brand Discovery:

Ads on music-streaming services

i.276

Posts or reviews from expert bloggers

i.272

Vlogs

i.254

Ads seen on TV

i.76

Search engines

i.58

Next Vehicle Type Consideration:

SUV
i.140

Next Vehicle Fuel Type:

Electric
i.203

Social Media Usage:

Threads

i.298

Pinterest

i.227

TikTok

i.200

So what?

1. Personalised Family-Focused Communication

Focus on family benefits of SUVs and electric vehicles, emphasising safety, space, and sustainability. Highlight the practicality and prestige of these vehicles, appealing to their career-driven and financially motivated mindset. Use community-oriented language to connect with their desire to access like-minded networks through their purchases.

2. Creative: Trendy, Expert-Endorsed Visuals

Create expert-endorsed visuals featuring young families using SUVs and electric vehicles. Leverage influencer partnerships and expert reviews in content that highlights lifestyle benefits and exclusivity. Use vlogs to showcase real-life family scenarios, enhancing trust and relatability.

3. Channels: Focus on Music Streaming, Social Media, and Influencers

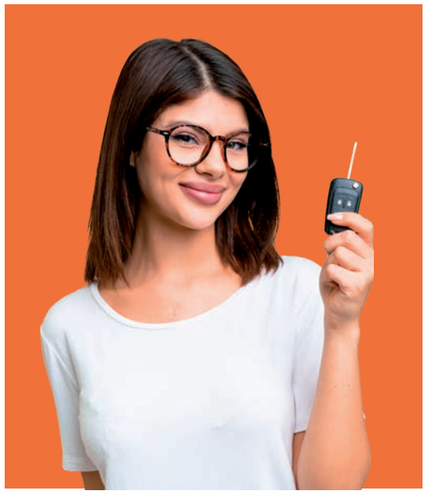
Focus ads on music streaming platforms like Spotify, integrated with family-oriented content. Collaborate with influencers on TikTok, Threads, and Pinterest, offering product recommendations and exclusive offers. Ensure “buy” buttons and exclusive social content simplify their purchasing journey on these platforms.

4. Expert-Driven Content Marketing: Blogs and Micro-blogs

Develop expert-driven comparison blogs for families to aid brand discovery through search engines and include live chat for personalised support, addressing their research-driven purchasing behaviour.

5. Exclusive, Trend-Setting Offers via Social Media Ads

Run social media campaigns offering exclusive deals on electric cars or SUVs, creating urgency through time-sensitive offers. Collaborate with influencers to push these promotions, ensuring content feels trendy and authoritative. Include “buy” buttons for easy direct purchases via social media platforms.



First-time buyer

Segmentation: Aged between 17-24 who are planning to purchase a car in the UK

Population: 1.17m | **Sample Size:** 620

“I am money-driven, fashion-conscious and adventurous”

GWI.

Attitudes:

I buy new tech products as soon as they are available

i.241

I tend to buy the premium version of products

i.156

I follow the latest technology trends and news

i.163

I trust what online reviews say about products / services

i.132

I research a product online before buying it

i.83

Interests:

Sports

i.295

Business

i.194

Fashion

i.187

Online Purchase Drivers:

Option to use “buy” button on a social network

i.285

Recommendations for the product / company from influencers on social media

i.268

Exclusive content / services

i.202

Brand Discovery:

Ads on music-streaming services

i.238

Ads / sponsored content on podcasts

i.236

Vlogs

i.235

Stories / articles on newspaper or magazine websites

i.92

Online retail sites

i.68

Next Vehicle Type Consideration:

Hatchback

i.160

Next Vehicle Fuel Type:

Electric

i.203

Social Media Usage:

Snapchat

i.420

BeReal

i.311

TikTok

i.265

‘I’ represents the “Index Score.” A score of 100 means the audience aligns with the general population. Scores above or below 100 indicate how much more or less likely the audience is to exhibit the behaviour compared to the average.

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So what?

1. Tech, Fashion and Adventure Messaging Focus

Position the car as a tech-forward, trendy lifestyle choice, highlighting features like electric capabilities and smart tech. Emphasise affordability and exclusivity, appealing to their adventurous and fashion-driven mindset. Messaging should enhance their personal image, stressing the premium value and personalisation that align with their interests in technology.

2. Creative: Influencers and Social-First Campaigns

Partner with influencers in sports, gaming, fashion, and tech to create relatable content. Focus on user-generated content and vlogs to build trust. Use bold visuals and highlight tech features, fashion, and adventure to create a young, trendy brand image.

3. Channels: Music Streaming and Social Ads

Prioritise ads on music-streaming platforms and podcasts where the audience discovers brands. Use Snapchat, BeReal, and TikTok for visual content, focusing on video ads with influencer testimonials. Incorporate “buy” buttons on these platforms for seamless purchases, aligning with their preference for in-app shopping.

4. Engage via Micro-Blogs and Vlogs

Create educational content and vlogs to highlight the car’s tech, environmental benefits, and style. Partner with YouTubers and TikTok influencers to showcase detailed reviews and real-life use cases, helping this audience during product research.

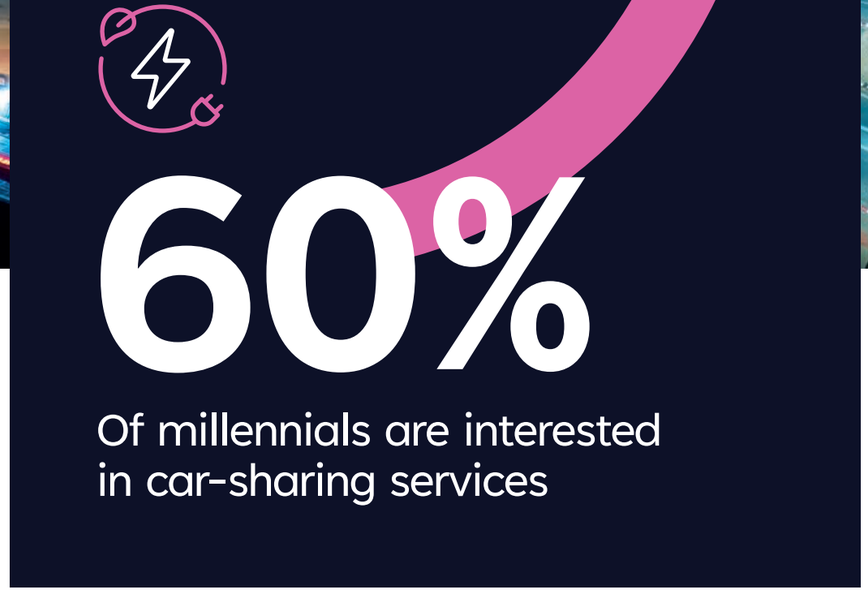
5. Conversion through Exclusivity and Personalisation

Offer exclusive deals, personalised ads, and limited-time offers to drive conversions. Retarget with tailored ads on Snapchat and TikTok, showcasing influencer-backed recommendations. Highlight exclusive test-drive opportunities and premium upgrades, appealing to their need for personalised, trend-driven marketing.

insights

The Rise of ~~Flexibility~~ and Convenience for a New Generation

As younger generations prioritise flexibility and sustainability over traditional car ownership, the automotive industry is being reshaped by new models of access and convenience.



60%

Of millennials are interested in car-sharing services

Source: Deloitte's Global Millennial Survey and EY Mobility Consumer Index



Natalie Newton
Strategic Planning Director

The concept of car ownership is undergoing a profound transformation, particularly among younger generations.

Traditional views of owning a vehicle as a symbol of freedom and status are being replaced by a preference for flexibility, convenience, and sustainability. This shift is reshaping the automotive industry, forcing organisations to rethink their business models and marketing strategies to remain relevant in a fast-evolving landscape.

A significant driver of this change is the rise of **car-sharing services,** which have garnered interest from as many as **60% of millennials.** These younger consumers are more inclined to prioritise access over ownership, valuing experiences and flexibility over long-term financial commitments and the responsibilities associated with owning a car. This broader trend reflects a cultural shift where experiences, such as travel and entertainment, are seen as more valuable than material possessions. As a result, traditional models of vehicle ownership may no longer fully resonate with these consumers. In response, **flexible ownership options** like subscription services are gaining traction. With **74% of consumers** expressing interest in car subscription models, there is clear demand for more adaptable, on-demand solutions. Subscription services offer consumers the freedom to switch vehicles, adjust terms, and avoid the long-term commitment of traditional leasing or buying.

74%

of consumers are interested in car subscription models

Source: PwC, Oliver Wyman

Only 56%

of those aged 17-24 drive regularly

Source: RAC Foundation and Gov.uk

> “As younger generations prioritise flexibility and experiences over traditional car ownership, manufacturers and retailers must embrace innovative solutions like subscription services and car-sharing.”
>
> **Natalie Newton**
> Strategic Planning Director

These services cater to the growing desire for flexibility, offering a wide range of vehicles to suit different needs without the financial burden of ownership. For manufacturers, subscription models present an opportunity to capture new markets, build loyalty, and extend their brand presence beyond traditional purchase cycles.

For marketers, the challenge is clear: the messaging around car ownership needs to evolve. Engaging younger consumers requires focusing on **dynamic, experience-driven marketing strategies** that align with their values. Social media platforms like Instagram, TikTok, and YouTube provide ideal channels for reaching these digitally savvy audiences. Campaigns that emphasise the flexibility, convenience, and sustainability of subscription and car-sharing services can effectively capture their attention. Additionally, **experiential marketing**, where consumers can test-drive or experience vehicles in non-traditional settings, can further bridge the gap between brand and consumer, allowing organisations to position themselves as innovative and consumer-focused.

Beyond current trends, **predicting future consumer preferences** is critical for long-term success. Organisations must actively monitor shifts in **electrification, connectivity,** and **digital engagement** to stay ahead of evolving demands. As more consumers seek environmentally friendly options, electric vehicles (EVs) are becoming increasingly popular, further driving the need for flexible access models. Connectivity features, such as in-car technology and integration with smart devices, are also key factors influencing purchasing decisions. By analysing these trends and staying attuned to changes in consumer values and technological advancements, manufacturers can effectively anticipate shifts in the market. Understanding the growing importance of sustainability, convenience, and digital experiences will allow automotive brands to not only meet current demand but also adapt to future expectations, positioning themselves as leaders in an increasingly competitive and dynamic industry.

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Act Now

Mediaworks can help you engage younger consumers by promoting flexible, sustainable car ownership and delivering personalised, digital-first experiences.

41.4m

people in the UK held a full driving licence, which represents around 76.7% of the adult population

Source: RAC Foundation and the Department for Transport



Orchestrating the Perfect Brand Experience

In today's fast-evolving automotive market, orchestrating a seamless brand experience is key to building lasting customer loyalty.

By blending personalisation, exceptional service, and sustainability, organisations can create a harmonious connection with their consumers that sets them apart from the competition.



Paul Mallett
Managing Partner

A Symphony of Brand Experience:
Crafting Loyalty in the Automotive Industry
In the intricate tapestry of the automotive market, where new players and trends emerge with dazzling frequency, brand loyalty is no longer a mere luxury but a strategic imperative. To weave a lasting connection with consumers, organisations must orchestrate a symphony of elements, each note contributing to a harmonious brand experience.

The Foundation: Retail and Dealership Experiences
At the heart of this symphony lies the retail and dealership experience. It's here where the brand's personality takes tangible form. By tailoring the environment to individual preferences—dimmed lights for the sensitive, quiet zones for the contemplative—dealerships can create a haven where customers feel truly seen and understood. Knowledgeable, empathetic staff who can guide customers through the purchasing process with confidence and care are invaluable assets. Empowering employees to make decisions and resolve issues promptly, organisations can foster a sense of ownership and accountability across their people.

The Afternotes: Service and Support
The symphony extends beyond the showroom. The aftersales service, a postscript to the purchase journey, is equally vital. By offering competitive service packs and ensuring timely, efficient repairs, organisations can demonstrate their unwavering commitment to customer satisfaction. Moreover, a robust online portal or mobile app can enhance the aftersales experience. By providing access to service history, scheduling appointments, and even requesting roadside assistance, manufactures can offer convenience and peace of mind to customers.

The Digital Overture:
Social Media and Online Engagement
In the digital age, social media serves as a virtual stage where brands can engage with customers on a personal level. By responding to queries with empathy, and fostering a sense of community, brands can create a lasting emotional connection. Content marketing is another powerful tool. By producing high-quality content, such as vehicle reviews, educational pieces, or behind-the-scenes footage, manufacturers and dealerships can position themselves as thought leaders.

The Harmonious Blend:
Sustainability and Social Responsibility
To resonate with a growing segment of conscientious consumers, manufacturers must also consider the broader societal and environmental implications of their operations. They can do this by championing sustainability initiatives, reducing carbon emissions, and engaging in corporate social responsibility activities.

The Symphony's Finale:
Customisation and Personalisation
The symphony's finale is the opportunity for customers to express their individuality through customisation and personalisation. By offering limited-edition models, exclusive features, or the ability to tailor vehicles to specific preferences, manufacturers and dealerships can create a sense of ownership and pride in the brand.

A Symphony of Success
In conclusion, crafting brand loyalty in the automotive industry is akin to composing a timeless symphony. It requires a harmonious blend of personalised experiences, exceptional service, engaging marketing, and a commitment to sustainability and social responsibility. By carefully orchestrating these elements, organisations can create a lasting impression on customers,differentiate themselves from competitors, and secure their place in the hearts and minds of consumers.

Measuring Success in the Automotive Industry
The automotive sector, a complex and dynamic landscape, requires a multifaceted approach to measure success. The marketing team is the digital conductor guiding the automotive orchestra, as business leaders harmonise various metrics to ensure the company's performance is on key.

Financial Harmony:
At the heart of the symphony lies financial performance. Profitability, measured by net profit margin, operating profit margin, and return on investment (ROI). The symphony's volume, is generated through vehicle sales, parts, and services.

Customer Satisfaction: **The Audience's Applause**
The audience's applause, in the automotive world, is customer satisfaction. The Customer Satisfaction Index (CSI) and Net Promoter Score (NPS) gauge the audience's enthusiasm. Repeat business, the encore performance, is a testament to a company's ability to delight its customers.

Product Quality and Innovation: **Composer's Genius**
Behind the scenes, the composer's genius—product quality and innovation—shapes the symphony's melody. Ratings from organisations like J.D. Power or Consumer Reports measure the quality of the composition. Reliability, the instrument's durability, is crucial for long-lasting performance. Innovation, the introduction of new features or technologies, keeps the audience engaged.

Operational Efficiency: **The Orchestra's Precision**
The orchestra's precision is reflected in operational efficiency. Manufacturing efficiency, measured by factors like production time and defect rates, ensures the instruments are well-tuned. Supply chain efficiency, the conductor's ability to coordinate the various sections, guarantees the symphony's smooth flow. Dealer network performance, the individual musicians' skill, determines the overall quality of the performance.

Sustainability and Corporate Social Responsibility:
The Composer's Conscience
A truly successful symphony reflects the composer's conscience. In the automotive industry, this means prioritising sustainability and corporate social responsibility. Environmental impact, measured by carbon emissions and fuel efficiency. Social impact, the composer's contribution to society, is evident in community involvement, ethical sourcing, and working practices.

Market Share: **Let's create music**
The automotive orchestra will continue to hit the right notes and by working together with digital partners, the **digital marketing maestro** will lead the automotive orchestra to success.



> **"The digital marketing manager is the conductor of the brand loyalty symphony, orchestrating a harmonious blend of online engagement, content marketing, and social media to create a lasting impression on the automotive audience."**
>
> **Paul Mallett -** Managing Partner

Online Car Retailing, Revenue Growth

£3.4 billion in 2023-24

Source: IBIS World, Home

Consumer Preference for Online Car Buying:

43% of UK car buyers expressed a preference for using online tools to negotiate prices

Source: BCG Global

Act Now

Enhance Digital Retail Experiences:

As you provide a seamless online experience, directly from your digital channels into your online showroom, your customers will complete most of their purchase journey digitally.

Mediaworks can audit your digital experience and advise on next steps.

insights

Data Privacy and Personalisation

As marketing becomes increasingly data-driven, the issue of data privacy looms large in the automotive sector.



Rachel McGuigan
Data and Insights Director

As marketing becomes more data-driven, data privacy is a significant concern in the automotive sector.

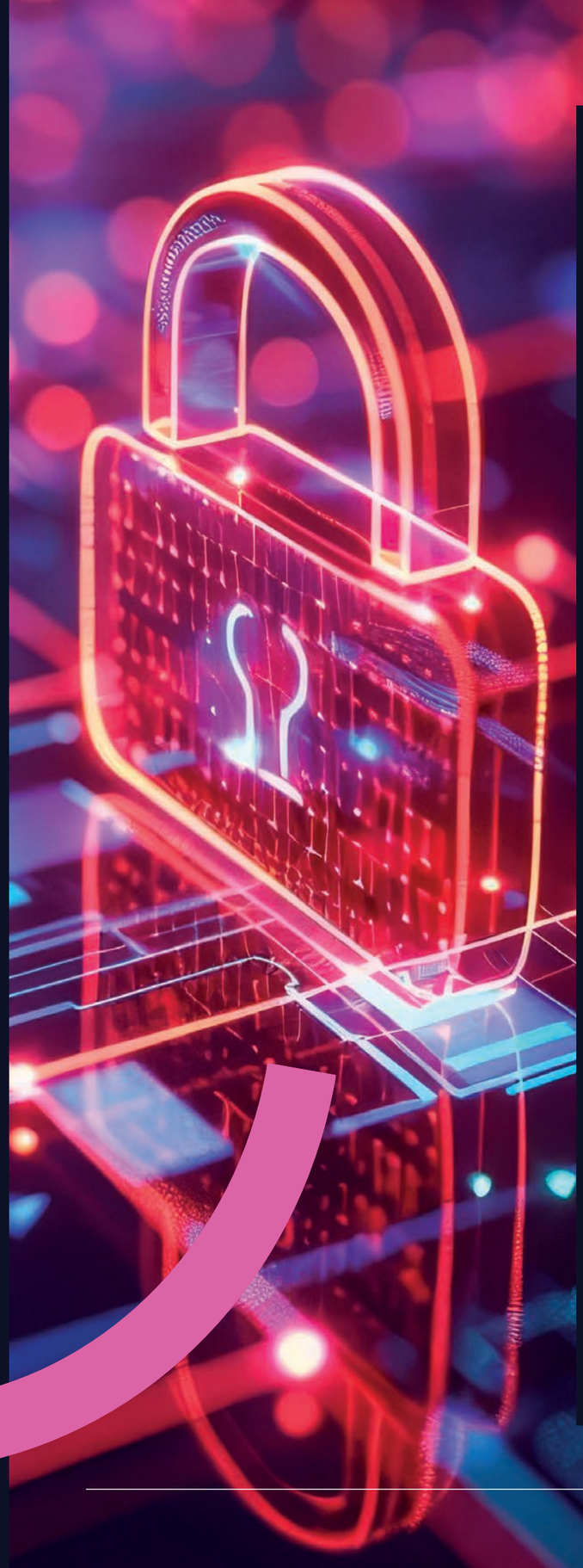
A staggering 79% of consumers worry about how their data is used, with nearly 48% having stopped purchasing from a brand due to privacy issues. This highlights the delicate balance marketers must maintain between personalisation and privacy. The push for personalisation is fueled by data collection, enabling companies to deliver targeted content. However, mismanagement or lack of transparency can erode trust, which is difficult to regain once lost.

Trust has become essential, requiring marketers to comply with regulations like the General Data Protection Regulation (GDPR) and to be transparent about data usage. Effective communication and giving consumers control over their data are vital, especially in the automotive industry, where purchasing decisions involve significant financial commitments. Brands that earn trust can establish long-term loyalty and enhance their market positioning.

Despite challenges, there is strong potential for personalisation. Surveys show that 63% of consumers expect responsible data use, and 53% are willing to share personal information for personalised experiences. This offers automotive marketers a chance to connect meaningfully with consumers through tailored recommendations, promotions, and highly relevant content.
Failing to comply with data privacy regulations can lead to severe consequences, including hefty fines of up to €20 million or 4% of global turnover. A data breach can damage a company's reputation, leading to significant customer loyalty losses, as 48% of consumers might stop buying from a brand due to privacy concerns. Additionally, operational disruptions caused by breaches can lead to inefficiencies and increased costs.

To mitigate these risks, marketers must respect consumer privacy while delivering personalised content. Leveraging first-party data—information collected directly with consent—can help achieve this balance ethically. The challenge is to offer value through personalisation without infringing on consumer boundaries, especially as awareness of data rights grows.

Understanding key themes like data privacy, personalisation, and consumer trust is crucial in automotive marketing. By ensuring data compliance and embracing digital transformation, brands can position themselves as trusted partners in a privacy-conscious market, mastering the balance between leveraging data and respecting consumer privacy while driving long-term growth.



£2 billion

The UK automotive market for data-driven services, such as predictive maintenance and telematics, is expected to reach £2 billion by 2026

Source: Manufacturing Management, Clodera

€20 million

Maximum Penalty: GDPR allows for fines up to €20 million or 4% of annual global turnover, whichever is higher.

Source: European Commisssion and Information Commissioner's Office in the UK

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Category Performance

Aftermarket insights

High-ranking businesses like Halfords have strong SEO visibility and traffic but often face technical issues with Core Web Vitals. Improving website performance is essential to retaining customer engagement in aftersales services.

High Customer Satisfaction Overall:
The **average rating** for the Aftermarket subcategory is **4.15**, indicating a generally high level of customer satisfaction.

75% of the brands have ratings of **4.00** or higher.

Top Performers:
ATS Euromaster and **Protyre** lead with the highest average review rating of **4.80**.

Autoglass, Blackcircles, Just Tyres, and **The AA** are also among the top performers with ratings of **4.50.**

Areas for Improvement:
Halfords has the lowest rating in this subcategory at **2.90,** significantly below the average.

GSF Car Parts and **TyreSpot** have ratings of **3.60**, indicating room for improvement.

Consistency Among Tyre Specialists:
Brands specialising in tyres like **Protyre**, **ATS Euromaster, Just Tyres,** and **Blackcircles** have consistently high ratings, suggesting strong customer satisfaction in this segment.

Brand	Domain	SEO Visibility	Google Core Web Vitals	Lighthouse Performance Score	No. of Backlinks	No. of Linking Domains	Brand Searches Per Month	Domain Authority	Domain Rating	No. of Ranking Keywords	No. of Top 10 Ranking Keywords	Monthly Organic Traffic (Est)	Monthly Traffic (Est)	Avg. Review Rating - Trustpilot
Halfords	https://www.halfords.com/	70.673	Fail	35	43,514,036	95,415	2,240,000	67	76	1,044,100	170,598	4,557,974	11,350,000	2.90
The AA	https://www.theaa.com/	41.629	Fail	48	34,920,448	219,121	246,000	70	83	1,085,707	173,934	4,658,712	8,179,000	4.50
Euro Car Parts	https://www.eurocarparts.com/	14.535	Fail	42	5,257,948	32,467	1,830,000	56	37	357,183	30,992	1,155,206	5,206,000	3.90
RAC	https://www.rac.co.uk/	22.124	Pass	46	38,491,854	131,186	201,000	69	37	795,773	114,806	1,607,596	5,175,000	4.10
Autodoc	https://www.autodoc.co.uk/	6.679	Fail	45	2,434,507	10,761	49,500	44	26	332,550	18,521	114,079	3,283,000	4.10
Kwik Fit	https://www.kwik-fit.com/	8.764	Fail	34	993,759	22,744	368,000	57	34	344,362	57,295	1,119,712	1,859,000	4.20
GSF Car Parts	https://www.gsfcarparts.com/	9.860	Fail	15	3,265,085	14,503	246,000	49	34	140,105	10,405	394,626	1,672,000	3.60
Blackcircles	https://www.blackcircles.com/	4.613	Pass	67	3,780,488	19,079	49,500	53	33	177,295	26,872	354,701	1,304,000	4.50
Online Car Parts	https://www.onlinecarparts.co.uk/	5.590	Fail	64	855,594	7,074	4,400	37	22	135,209	6,149	46,260	760,683	4.20
National Tyres	https://www.national.co.uk/	3.472	Fail	47	1,463,359	15,181	110,000	51	30	118,911	16,730	258,433	540,709	4.00
ATS Euromaster	https://www.atseuromaster.co.uk/	3.630	Pass	32	5,309,116	12,742	49,500	48	30	90,179	14,313	220,182	467,419	4.80
Protyre	https://www.protyre.co.uk/	2.114	Pass	39	81,390,225	8,159	27,100	45	53	110,808	12,536	154,188	466,728	4.80
F1 Autocentres	https://www.f1autocentres.co.uk/	1.476	Pass	31	6,300,859	12,537	2,900	44	30	72,810	9,919	123,024	461,703	4.30
GreenFlag	https://www.greenflag.com/	3.033	Fail	67	18,984,608	19,622	74,000	54	26	36,661	5,592	170,656	372,486	4.30
Autoglass	https://www.autoglass.co.uk/	2.966	Fail	55	3,832,235	9,753	60,500	46	59	24,028	4,668	88,736	370,145	4.50
CarParts4Less	https://www.carparts4less.co.uk/	3.059	Fail	41	170,225	6,425	33,100	47	27	39,969	3,966	164,725	289,134	4.40
Just Tyres	https://www.justtyres.co.uk/	0.986	Pass	36	160,189	6,982	14,800	39	26	34,943	3,081	45,619	80,329	4.50
WilcoDirect	https://www.wilcodirect.co.uk/	1.555	Fail	23	101,653	7,142	880	37	17	27,064	2,075	12,646	46,129	3.90
MyCarNeedsA.com	https://www.mycarneedsa.com/	5.637	No Data	40	138,085	3,521	0	35	20	1,001	120	749	31,547	4.00
TyreSpot	https://www.tyrespot.co.uk/	0.051	Fail	36	1,047,440	1,120	4,400	31	12	5,298	380	5,817	9,621	3.60

Category Performance

Dealership insights

AutoTrader dominates, with high SEO visibility and traffic. However, many dealerships face performance challenges, showing that even with strong SEO, technical optimisation, like page speed and user experience, is necessary for success.

Above-Average Customer Satisfaction:
The **average rating** for the Dealerships/ Marketplaces subcategory is 4.01, indicating good customer satisfaction overall.

69% of the brands have ratings of **4.00** or higher.

Top Performers:
AutoTrader, CarGiant, Listers, TrustFord, and **WeBuyAnyCar** lead with the highest rating of **4.70.**

ArnoldClark, Motorpoint, and **Big Motoring World** follow closely with ratings of **4.60.**

Lower Rated Brands:
Group 1 has the lowest rating at **1.60**, significantly below the average.

Marshall and **Eastern Western Group** have ratings of **2.40** and **2.50**, respectively.

Wider Range of Ratings:
This subcategory shows a wider spread of ratings compared to the Aftermarket, indicating varying levels of customer satisfaction among dealerships and marketplaces.

Brand	Domain	SEO Visibility	Google Core Web Vitals	Lighthouse Performance Score	No. of Backlinks	No. of Linking Domains	Brand Searches Per Month	Domain Authority	Domain Rating	No. of Ranking Keywords	No. of Top 10 Ranking Keywords	Monthly Organic Traffic (Est)	Monthly Traffic (Est)	Avg. Review Rating - Trustpilot
AutoTrader	https://www.autotrader.co.uk/	150.010	Fail	28	15,776,811	13,970	6,120,000	79	82	498,875	267,460	13,087,647	39,930,000	4.70
CarWow	https://www.carwow.co.uk/	22.610	Pass	45	20,853,437	45,302	201,000	68	38	1,265,753	184,328	2,456,915	6,383,000	4.50
Motors	https://www.motors.co.uk/	22.049	Fail	39	185,442,153	45,521	74,000	56	31	791,550	141,188	1,453,689	4,263,000	2.70
WeBuyAnyCar	https://www.webuyanycar.com/	3.310	Fail	44	769,428	17,884	1,000,000	56	40	199,153	35,362	830,439	3,110,000	4.70
ArnoldClark	https://www.arnoldclark.com/	8.938	Pass	59	7,635,734	30,746	550,000	59	31	516,626	59,824	1,378,981	2,898,000	4.60
Cinch	https://www.cinch.co.uk/	7.341	Fail	39	2,641,633	3,095	301,000	42	35	430,656	36,951	531,518	2,615,000	4.30
Motorway	https://www.motorway.co.uk/	2.989	Fail	46	1,487,751	8,571	165,000	52	35	166,746	27,609	320,695	1,900,000	4.50
HeyCar	https://heycar.com/uk	1.430	Fail	38	1,975,170	5,281	14,800	49	26	298,987	12,841	99,215	1,473,000	4.50
Motorpoint	https://www.motorpoint.co.uk/	5.177	Pass	34	1,058,650	13,173	246,000	53	31	239,819	18,963	472,223	1,333,000	4.60
Sytner	https://www.sytner.co.uk/	1.168	Pass	30	2,020,234	24,304	22,200	49	28	98,758	7,491	108,647	977,803	4.50
Big Motoring World	https://www.bigmotoringworld.co.uk/	0.960	Pass	46	106,723	5,116	450,000	37	22	69,451	2,772	126,156	866,555	4.60
Bristol Street Motors	https://www.bristolstreet.co.uk/	3.544	Pass	44	29,637,037	21,790	110,000	53	28	220,905	19,049	257,327	693,879	3.40
Lookers	https://www.lookers.co.uk/	6.243	Fail	34	3,546,695	22,605	40,500	56	29	315,172	26,879	435,922	631,225	4.10
CarGiant	https://www.cargiant.co.uk/	2.193	Pass	38	329,040	11,080	201,000	47	35	73,675	6,069	254,498	425,065	4.70
Group 1	https://www.group1auto.co.uk/	0.940	Pass	22	2,498,357	9,271	4,400	43	25	137,423	10,135	127,629	424,254	1.60
Marshall	https://www.marshall.co.uk/	2.396	Pass	54	831,606	9,495	60,500	46	27	127,791	8,919	118,106	412,020	2.40
Inchcape	https://www.inchcape.co.uk/	3.472	Pass	28	1,426,053	9,091	14,800	51	22	138,295	11,511	138,823	400,853	4.00
Stratstone	https://www.stratstone.com/	3.972	Pass	54	672,708	12,691	9,900	47	23	203,099	22,019	239,711	344,769	4.40
Stoneacre	https://www.stoneacre.co.uk/	1.784	Fail	22	2,469,621	10,118	49,500	46	27	163,144	14,220	219,422	338,045	4.20
John Clark Motor Group	https://www.john-clark.co.uk/	1.028	Pass	61	3,686,198	6,788	2,400	42	52	99,720	6,232	89,469	249,146	4.40
Vertu	https://www.vertumotors.com/	1.185	Fail	51	15,707,089	5,449	9,900	49	31	141,557	7,519	104,168	247,260	3.10
JCT600	https://www.JCT600.co.uk/	0.835	Pass	26	1,422,649	12,339	18,100	50	23	106,334	5,512	72,757	162,853	3.30
Listers	https://listers.co.uk/	4.988	Pass	42	1,801,980	17,816	14,800	45	41	123,245	6,916	72,353	162,656	4.70
Hendy Group	https://www.hendy.co.uk/	0.351	Fail	30	3,413,373	5,484	1,900	45	24	39,965	2,449	30,475	148,913	4.00
TrustFord	https://www.trustford.co.uk/	1.334	Pass	40	1,032,455	3,828	18,100	43	23	28,433	3,575	68,796	112,077	4.70
Eastern Western Group	https://www.easternwestern.co.uk/	2.956	Fail	46	950,435	4,623	2,900	41	18	50,109	3,324	38,646	102,657	2.50

Category Performance

Brand insights

Businesses such as Tesla and Porsche achieve high SEO visibility and domain authority. Despite this, many still struggle with web performance, especially Core Web Vitals, suggesting that strong branding alone isn't enough—technical SEO is crucial to sustaining online success.

Low Customer Satisfaction Overall:
The **average rating** for the Brands subcategory is **1.78**, indicating generally low customer satisfaction.

No brand has a rating above **2.90**, and **88%** of the brands have ratings below **2.50.**

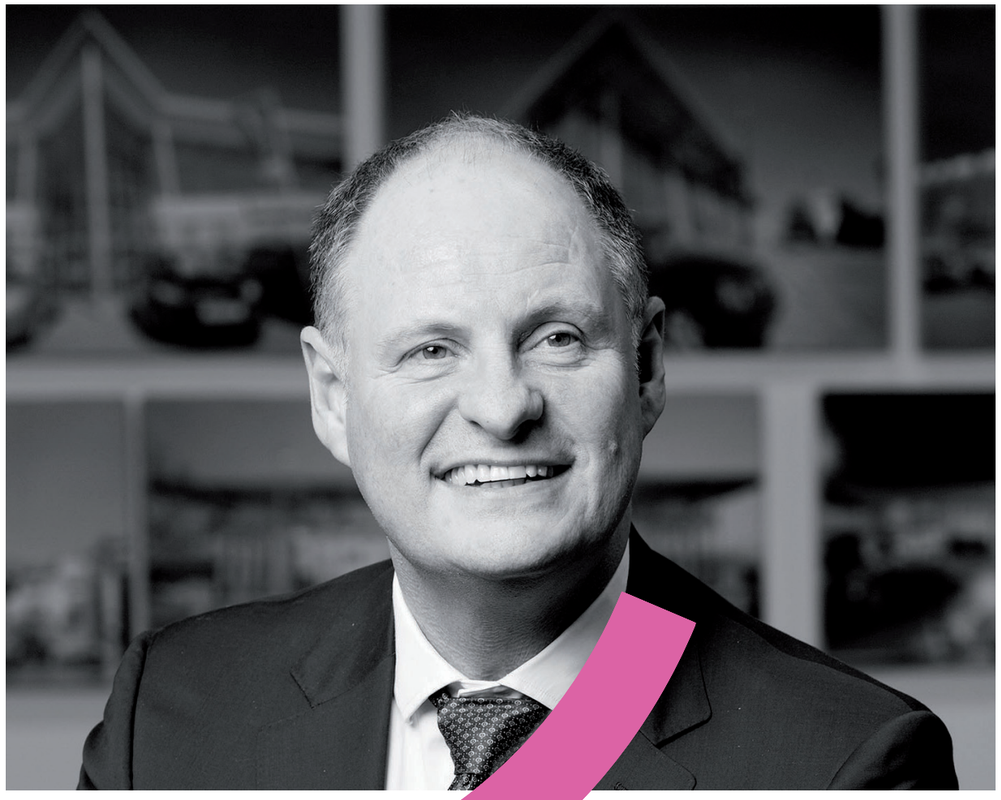
Top Performers:
Cupra has the highest rating at **2.90**, still below the neutral midpoint of **3.00.**

Areas for Improvement:
Tesla has the lowest rating at **0.00,** indicating significant customer dissatisfaction or possibly insufficient data.

Ford, Vauxhall, and **Land Rover** are tied with low ratings of **1.30.**

Consistency Among Tyre Specialists:
The majority of well-known brands like **BMW, Mercedes-Benz, Toyota,** and **Volkswagen** have ratings between **1.60 and 1.90.**

Brand	Domain	SEO Visibility	Google Core Web Vitals	Lighthouse Performance Score	No. of Backlinks	No. of Linking Domains	Brand Searches Per Month	Domain Authority	Domain Rating	No. of Ranking Keywords	No. of Top 10 Ranking Keywords	Monthly Organic Traffic (Est)	Monthly Traffic (Est)	Avg. Review Rating - Trustpilot
Tesla	https://www.tesla.com/en_GB/	3.067	Fail	44	42,694,571	313,089	301,000	90	20	1,942,885	353,786	17,516,170	25,500,000	0.00
Hyundai	https://www.hyundai.com/uk/	6.113	Fail	22	12,544,720	25,909	201,000	58	28	15,161	2,954	111,399	23,520,000	1.70
Kia	https://www.kia.com/uk/	2.230	Pass	26	208,492,426	222,701	165,000	80	35	1,507,965	243,948	10,446,864	22,680,000	1.40
Volvo	https://www.volvocars.com/uk/	0.062	Fail	51	243,017,629	290,145	135,000	87	86	834,117	124,594	4,631,226	10,970,000	1.40
Porsche	https://www.porsche.com/uk/	5.699	Fail	66	228,980,717	353,902	246,000	89	87	904,545	278,426	8,157,117	10,900,000	1.60
Polestar	https://www.polestar.com/uk/	0.051	Fail	43	10,150,554	26,093	90,500	66	15	158,232	37,671	1,550,160	2,264,000	2.30
BMW	https://www.bmw.co.uk/	7.772	Pass	26	91,688,441	65,975	450,000	65	30	150,953	24,012	878,702	1,816,000	1.80
Toyota	https://www.toyota.co.uk/	14.498	Fail	34	9,937,024	79,736	201,000	69	34	187,118	37,128	1,102,840	1,675,000	1.90
Volkswagen	https://www.volkswagen.co.uk/	8.197	Fail	32	5,403,590	78,630	301,000	67	35	248,463	43,902	1,218,732	1,528,000	1.60
Mercedes-Benz	https://www.mercedes-benz.co.uk/	3.924	Fail	24	14,837,228	74,558	165,000	61	75	131,710	22,483	755,286	1,437,000	1.90
Ford	https://www.ford.co.uk/	26.470	Fail	22	17,903,436	84,296	165,000	64	36	224,530	33,629	919,693	1,387,000	1.30
Honda	https://www.honda.co.uk/	16.089	Fail	41	12,988,494	79,967	90,500	66	75	144,307	21,705	490,103	1,171,000	2.00
Audi	https://www.audi.co.uk/	1.011	Fail	31	8,475,626	72,753	301,000	65	39	156,674	32,036	1,159,034	1,104,000	2.10
Nissan	https://www.nissan.co.uk/	5.389	Fail	6	52,354,831	41,422	110,000	63	74	97,606	13,925	376,504	991,224	1.60
Skoda	https://www.skoda.co.uk/	2.549	Fail	28	28,066,663	29,759	135,000	58	31	107,038	17,233	641,395	901,385	1.90
Vauxhall	https://www.vauxhall.co.uk/	4.604	Fail	16	13,876,342	74,732	301,000	64	37	137,911	18,855	483,527	721,484	1.30
Land Rover	https://www.landrover.co.uk/	0.609	Fail	17	4,525,737	34,393	135,000	63	27	84,426	20,569	614,138	691,643	1.30
Peugeot	https://www.peugeot.co.uk/	1.882	Fail	4	4,211,780	53,081	165,000	61	33	55,757	8,311	295,051	662,868	1.40
Jaguar	https://www.jaguar.co.uk/	13.481	Fail	22	18,836,188	35,728	135,000	61	27	48,198	10,436	305,224	459,390	1.40
MG	https://www.mg.co.uk/	0.318	Fail	30	3,074,330	15,158	60,500	54	34	88,704	12,941	335,263	422,881	2.00
Renault	https://www.renault.co.uk/	4.624	Fail	56	15,456,987	50,531	90,500	61	35	47,223	6,762	275,812	310,781	2.10
Mazda	https://www.mazda.co.uk/	2.622	Fail	30	3,557,212	33,981	74,000	56	29	46,606	7,586	168,122	310,781	1.90
Cupra	https://www.cupraofficial.co.uk/	0.123	Fail	35	923,787	1,616	90,500	41	24	18,816	2,528	75,004	298,115	2.90
Mini	https://www.mini.co.uk/	1.072	Pass	28	11,211,325	29,287	90,500	59	71	59,385	12,129	314,658	245,016	1.90
Fiat	https://www.fiat.co.uk/	1.414	Fail	20	4,516,623	30,532	40,500	55	30	23,605	3,580	115,794	127,683	1.60



Interview

Innovation and New Business Models

Interview with Andy Bruce, CEO of Fleet Alliance and Intelligent Car Leasing, and former CEO of Lookers, one of the UK's largest dealership network, on the Changing Car Buying Behaviours in the UK

Q: Andy, you've had an extensive career in the automotive industry, from your time at Lookers to now leading Fleet Alliance. How have you seen consumer buying behaviours change in recent years?

Andy Bruce: The shift in consumer behaviour has been quite profound. In the past, buying a car was largely about ownership-whether new or used, people wanted to own their vehicle in the driveway. But today, most private customers and company buyers are drawn to effectively paying for the use of the car while they have it. Younger generations are also showing more interest in subscription models and car sharing clubs, where they can have lots of flexibility and convenience. And whilst this type of financing is in its relative infancy, it will be interesting to see how it develops. All of these trends are partly driven by the compelling financial arguments versus ownership but it's also reflective of a wider cultural shift where the idea of owning a car is no longer a status symbol—it's more about access to mobility.

Q: That's interesting. What specific types of purchasing or leasing options have gained traction recently?

Andy Bruce: In the UK, we're seeing a rise in three main categories: traditional leasing, car subscriptions, and personal contract purchase (PCP) plans. Leasing is continuing to grow, especially for businesses and fleet management. It allows companies to refresh their vehicle fleets regularly without the large upfront costs of purchasing, and it's scalable depending on their needs. It's also extremely tax efficient for their employees.

For individual consumers, PCP plans have become incredibly popular. With PCP, customers essentially pay for the depreciation of the car over the term of the agreement, not the full value. This keeps monthly payments lower, and at the end of the contract, you have the option to buy the car, return it, or trade it in for a new one. It's flexible and suits people who like to upgrade their vehicles every few years. More and more customers are also turning to personal leasing, which is an alternative to PCP, as the lease costs are generally lower for the same car versus a PCP albeit without the options that PCP offers at the end of the contract.

Lastly, subscription services are still fairly new but gaining traction, especially with the tech-savvy, urban population. These allow people to switch cars regularly, with insurance, maintenance, and sometimes even tax included in the subscription price. It's an all-inclusive, hassle-free option that fits with the demand for convenience.

Q: How has the shift towards electrification influenced these purchasing behaviours?

Andy Bruce: Electrification is a major driving force behind the changes we're seeing. Consumers are becoming increasingly environmentally conscious, and with the UK Government push to ban the sale of new petrol and diesel cars by 2035, more people are considering electric vehicles (EVs). However, many are still hesitant to commit to full ownership due to concerns about charging infrastructure, battery lifespan, and the fast-paced evolution of EV technology.

This is where leasing and subscription models come in as attractive options. Consumers can try out electric vehicles without the long-term commitment of purchasing. They can upgrade to newer models as technology improves, which alleviates some of the concerns about EV longevity.

But it's businesses that are driving the adoption of EVs with the Benefit in Kind (BIK) tax at 2% for EVs, which makes company car drivers and salary sacrifice schemes so attracted to it. Companies also want to be seen to be doing the right thing in terms of sustainability so this is an additional motivation for businesses to invest in leasing EV

fleets to lower their carbon footprint.

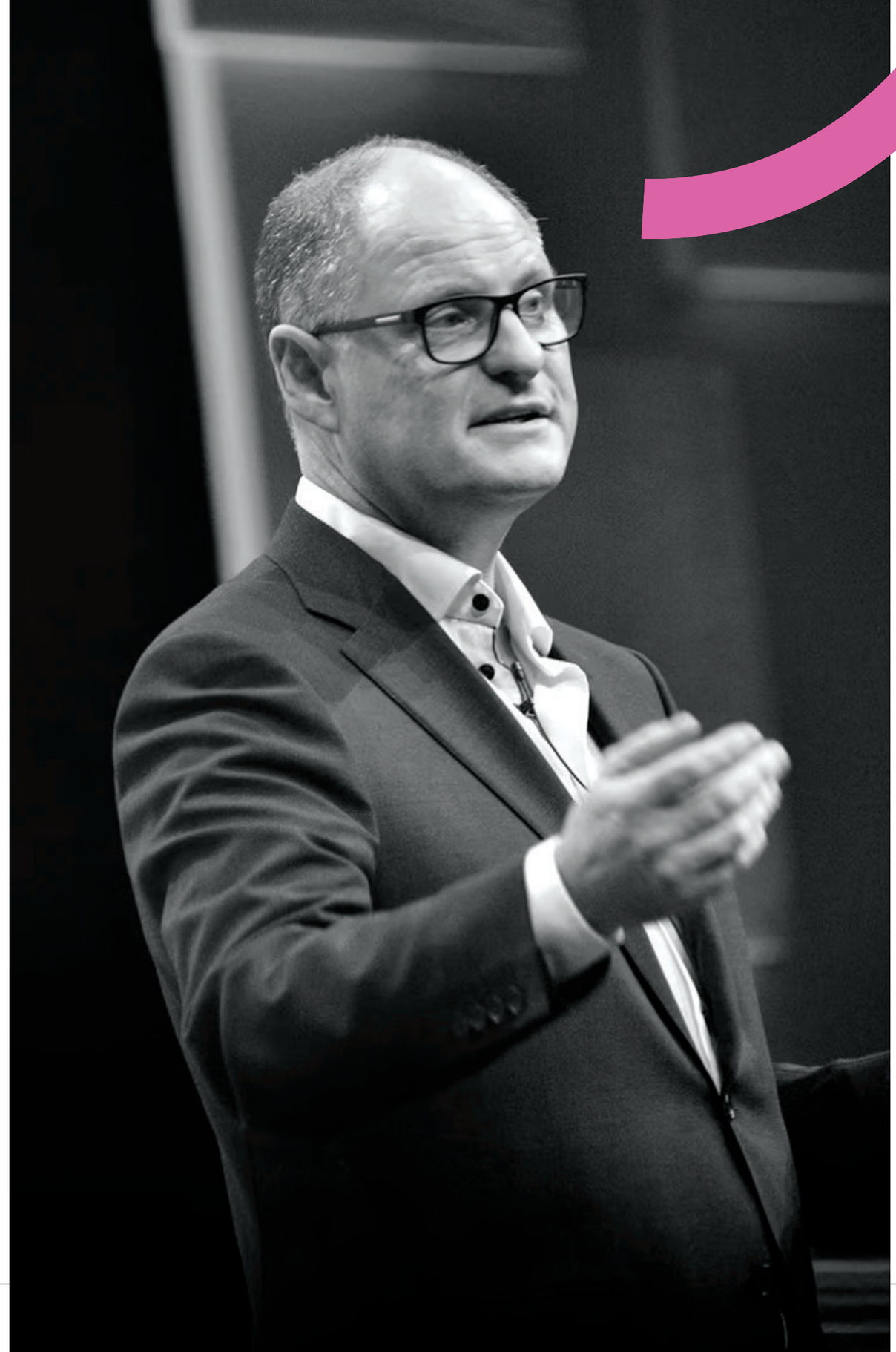
Q: With all these options available, how do you think dealerships and leasing companies need to adapt?

Andy Bruce: Dealerships and leasing companies need to become more than just transactional. They need to focus on customer education, especially with the rise of electric and hybrid vehicles. Consumers are looking for guidance—not just on car models but on how leasing or subscription services work, what their long-term commitments are, and how to manage the shift to greener mobility.

The digital transformation has also been critical. Today's car buyer does most of their research online before stepping into a dealership, if they even visit one at all. Dealerships must offer seamless online experiences, from virtual showrooms to transparent pricing. The convenience factor is key-people expect to be able to complete most, if not all, of the buying process from their phone or laptop.

Q: You've mentioned subscription models a few times. How do you see this evolving in the future?

Andy Bruce: Subscription models are still in their early stages, but I think we'll continue to see growth in this area. In the future, I expect to see multi-modal subscriptions, where consumers can subscribe not just to cars, but also to a combination of transport services. Imagine a single subscription where you could access a car for the weekend, an electric bike for city commuting, and ride-hailing services—all included under one umbrella. Whilst I think that this model will remain relatively niche in the short to medium term, for some people who live in high-density urban areas,



it will be the perfect solution and it may be the sign of things to come in the longer term.

Q: Lastly, how do you see Fleet Alliance playing a role in these evolving trends?

Andy Bruce: Fleet Alliance's strategy is to be the SME market leader in the transition to carbon neutral mobility. We are continually improving on our USP where we find the best market price for our customers whilst providing them with industry-leading fleet management software to drive costs down and improve compliance. Our aim is to help transition our aggregate customers' fleets to pure EV or plug in hybrid vehicles by 2035 and we're making great progress here. At the same time, we're holding ourselves to account and have made great strides on our own ESG agenda to show leadership to our customers.

"Consumers today prioritise flexibility and covenience over long-term ownership, whether through leasing, PCP, or subscription services. The automotive industry's challenge is to evolve with these preferences, offering more dynamic, technology-driven, and environmentally conscious solutions."

Andy Bruce,
CEO of Fleet Alliance

Process

Partnerships that drive performance.

In the competitive automotive industry, a comprehensive digital strategy covering all stages of the buying journey is essential for driving sustainable growth. An effective strategy must integrate performance, creativity, and technology to guide potential customers from awareness to loyalty. At the attract and acquire stage, the focus is on building brand awareness and reaching new audiences. During the engage and convert phase, the aim is to capture intent and meet customer needs with personalised content, clear calls to action, and optimised experiences to drive conversions. Finally, loyalty and retention strategies, such as promoting aftersales services like repairs and maintenance, ensure ongoing customer engagement and repeat business.



Attract & Acquire

At this stage, activities focus on building brand awareness and reaching new audiences through a blend of digital and traditional channels. Key tactics include search engine marketing (SEO and PPC), social media advertising, and programmatic display ads to engage potential customers at the top of the funnel. Content marketing, such as video campaigns and blog posts, further engages prospects, while influencer partnerships and targeted email campaigns broaden reach. Data-driven targeting via platforms like Google and Facebook Ads allows brands to effectively engage relevant audiences and grow market share.

Engage & Convert

At this stage, the focus shifts to capturing intent and guiding customers through the consideration phase with tailored, value-driven content. Personalised email campaigns, retargeting ads, and comparison tools help address customer needs and differentiate products. Strong calls to action, such as “Book a Test Drive” or “Get a Quote,” drive conversions, while optimising landing pages with clear messaging and intuitive navigation enhances the user experience. Offering limited-time promotions, financing options, and loyalty incentives can further influence decision-making. Conversion rate optimisation (CRO) strategies, including A/B testing and simplified checkout processes, help maximise conversion rates.

Retain & Grow

Loyalty and retention strategies focus on engaging customers post-purchase by marketing aftersales services such as repairs, maintenance, and extended warranties. Regular email or app notifications for servicing, MOTs, and special offers maintain customer relationships. Loyalty programmes offering discounts on future services or referral incentives encourage repeat business and recommendations. For instance, a “refer a friend” discount or exclusive offers for booking future services online can boost customer retention and positive word-of-mouth.

Measuring and monitoring performance across your digital ecosystem.

Measuring and monitoring performance across your digital ecosystem is essential for ensuring your business thrives in today's competitive online environment. Tracking key metrics such as website traffic, conversion rates, and engagement levels enables you to make data-driven decisions that optimise campaigns and enhance user experience. Without regular oversight, inefficiencies and missed opportunities can go unnoticed, resulting in wasted resources.

Consistently analysing performance data allows businesses to adapt swiftly to changing market trends and consumer behaviour, ensuring their digital strategies remain effective. This approach maximises the impact of your marketing efforts by aligning them with business objectives and maintaining competitiveness in a dynamic market.

With a custom-built digital dashboard, Mediaworks helps you track the critical metrics needed to manage your digital strategy effectively. By incorporating digital benchmarking, you can monitor changes and gain valuable insights into performance trends over time. This tailored approach enables you to proactively address challenges and seize opportunities, driving overall business success.

EXPERIENCE

Conversion Rate *	Non- Bounced Visitors	Bounce Rate*	Website Accessibility
0.21% (-9%)	5.4m (+5%)	19% (+38%)	97/100

BRAND

Direct Traffic*	Social Mentions ^	Organic Visibility*	Organic Traffic*	Organic Generic Click Through Rate*
933K (+15%)	11k (-16%)	6.2894 (+54%)	1.98M (+137%)	1.63% (+51%)

TRANSFORMATION

Mobile Traffic	Customer Satisfaction	Age of website	New v Existing Customers	Social Sentiment
5.3m (+16%)	4.3/5	3 yrs	57% (+1%)	21% Positive

MARKETING

Brand Search*	Paid Search Traffic*	Paid Social Traffic*	Referral Traffic
368K (0%)	3.12M (-17%)	338K (+64%)	52K (+5%)



If you’re not moving forward, you’re going backwards...

Brett Jacobson
Chief Executive Officer

In the fast-paced automotive marketplace, constant innovation is crucial for survival.

Technological advancements, shifting consumer preferences, and regulatory demands make adaptation essential. Companies that fail to evolve risk falling behind competitors who are quicker to respond. Internal teams, though knowledgeable, often lack the capacity to keep up with emerging digital trends. Bringing in external digital experts offers a competitive edge, ensuring businesses not only navigate the dynamic automotive marketplace but also outpace their rivals by leveraging the latest strategies and tools. Measure key metrics and data points to identify areas of concern and opportunities to grow your business through your custom-build digital dashboard.

We do it well.

We’re commercially driven, and customer focused. We’re not here for the vanity, every single one of us is 100% driven to smash your goals.

We do it big.

We like to win. There’s no shame in that. And we believe that to win you set the bar and beat it—simple as that.

We do it first.

We love technology, and we get a buzz when we come up with ways of working better, faster, and smarter than the competition.

We do it together.

We believe in the power of teams to create work that works. We’re natural born collaborators, feeding off each other because we know that the whole is greater than the sum of its parts.

Case study

Launching a Market First for Michelin

With the increasing number of SUVs on the road and the growing demand for high-performance, sustainable products, Michelin saw the opportunity to lead by developing the market's first tyre specifically designed for SUVs.

Partnering with Mediaworks, Michelin launched an SEO-optimised content hub that educated consumers on the product's safety and environmental benefits.

Our strategy included digital PR and creative content promotion through both organic and paid social channels, focusing on key SUV audiences like growing families and luxury SUV drivers.

As a result, Michelin secured page 1 rankings for key search terms, significantly boosting product awareness and driving thousands of new visitors to the site.

81% of traffic to the SUV content hub was new web visitors

81%

40% more engagement with content than the site average.

89%

100 media placements for campaign

100

MICHELIN



choose my car
click. save. drive.

Creative Paid Strategy Fuels Growth for Choose My Car



In a highly competitive car market, Choose My Car partnered with Mediaworks to enhance their social channel performance and support their ambitious growth plans.

We crafted a comprehensive paid strategy that covered every stage of the buying journey, maximising reach and conversions. Our scalable creative toolkit allowed for highly targeted, personalised messaging across the most effective platforms, engaging key audience segments and driving significant results.

Submitted finance applications

42%

conversion rate

Lookers

Elevating SEO and Paid Search Performance



Mediaworks partnered with Lookers to enhance digital performance across their 20 automotive brands. We unified all brands under a centralised website, boosting search visibility and setting a strong foundation for future growth.

Through optimised paid search strategies, we reduced CPA while driving high-quality showroom traffic, resulting in increased car sales and aftercare services. Ongoing SEO and digital PR efforts elevated rankings for key brands like Mercedes-Benz, BMW, and Volvo, driving consistent improvements in performance.

Some of our Automotive Partners

Mediaworks has established itself as a leading digital markting agency working across the automotive sector.

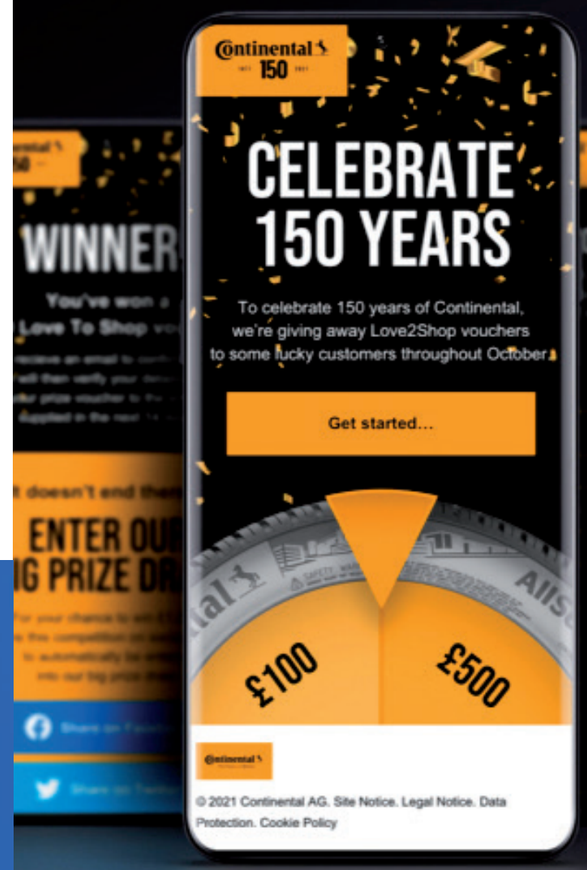
The data driven approach of Mediaworks enables us to deliver SEO, Paid, UX, Strategy, Creative, Web Development and Insights expertise to innovate any manufacturer or dealership group. With over 18 years of experience, we are confident that we can support your inhouse marketing teams or work independently to help your business grow.

Jardine Motors Accelerates Growth with Mediaworks' SEO Strategy

National Dealer Group Jardine Motors partnered with Mediaworks to boost rankings and traffic for key categories, including Used Audi, Jaguar, and Mercedes-Benz. Our data-driven approach combined optimised on-site content with a targeted off-site strategy, driving significant growth across key segments and enhancing visibility in a competitive market.



Continental



Enhancing the In-Store Experience

To celebrate Continental Tyres' 150th anniversary, Mediaworks developed a digital platform that enhanced customer engagement with loyalty incentives and in-store rewards.

This gamification tool strengthened brand loyalty by creating a seamless blend of digital and in-store engagement, offering customers a more interactive experience and deepening customer relationships.



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