

ADMO^o

AdMo is a real-time analytics platform that collects advertisements at the airing level. AdMo's coverage spans all 210 media markets, with ad tracking on 1,100 local stations for tiers one, two, and three. With callback data collected 24/7 and 20+ fields of metadata, AdMo offers a complete look at the competitive landscape of the automotive industry.

Contact Rick McGuire at rmcguire@advertisinganalyticsllc.com with questions about our auto intelligence tool.

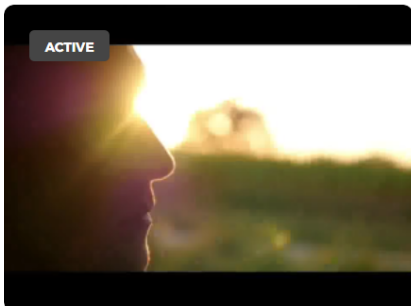
AUTOS + CORONAVIRUS

Over the course of the last few weeks, as the country has adjusted to a new social and economic reality, common messaging trends have emerged from auto manufacturers:

- Flexible financing
- Crisis assistance
- Online shopping & home delivery

So far we have seen a change in messaging from nine automotive manufacturers. Below is a sampling of these ads from four of the highest spending brands.

BUICK - GMC



Here To Help :30
GMC

3/19-present
Dollars: \$5.9M
Airings: 26,000
Message: Safety
Offers: flexible financing, crisis assist, home delivery

HYUNDAI



Our First Priority :30
HYUNDAI

3/23-present
Dollars: \$5.2M
Airings: 17,300
Message: Family
Offers: covered payments in the event of a job loss, flexible financing, Hyundai Assurance

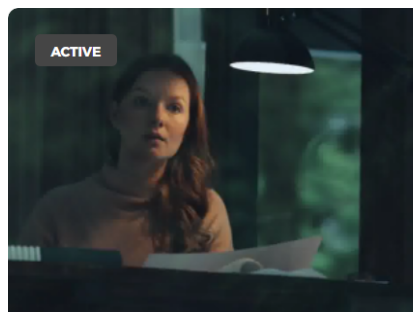
TOYOTA



Support In Every Corner :30
TOYOTA

3/23-present
Dollars: \$1.6M
Airings: 6,600
Message: Support
Offers: no offers included in ad

LINCOLN



Focus On What Matters :30
LINCOLN

3/24-present
Dollars: \$1.7M
Airings: 3,900
Message: Sanctuary
Offers: complimentary pick up and delivery, payment deferment

*Click on thumbnails to view ads