

## AdImpact AUTO AD DATA MONTH IN REVIEW

January 1, 2021 – January 31, 2021  
(Broadcast + Cable + Digital)

**Total Ad Airings:** 729,450 tv and cable airings.

**Distinct Creatives for tiers one and two:** 3,050 distinct creatives.

**Top advertiser of the month:** Toyota, with 135,960 cumulative airings on broadcast and cable. Toyota's top advertised model was the Toyota Rav4 with 30,290 airings. The top creative for the Rav4 aired a total of 2,400 times.

**Most Advertised Overall Model:** Nissan Rogue, with 48,615 airings in the last month.

**Specific Creative with the Most Airings:** Lincoln, advertising the Corsair. This creative has aired 14,481 times. [Watch it here.](#)

**National Ad Airings in the last month:** 27,520 national ad airings.

**Local Market with the Most Automotive Ad Airings:** New York, NY with 18,980 airings. In New York, the Hyundai Tucson was the most advertised model with 1,540 airings.

**Top Digital Advertiser:** Toyota, running 141 unique creatives 23,425 times. Ford was not far behind with 18,030 occurrences.

**Advertiser with the Highest Number of Impressions:** Toyota, with 1.6B impressions.

## Analysis

We have been busy looking at the major trends in automotive advertising during the last few weeks.

1. Our in-house automotive media veteran, Rick McGuire, answered our questions about the state of the industry in a Covid-19 world, from manufacturing to sales. [Read it here.](#)
2. Our team also took a look at the rise of online car buying and what that means for online and traditional car dealers. [Click here](#) to read more.
3. We looked at electric vehicle advertising, too. GM announced a new line of EVs in the Super Bowl, and we can tell you what the industry conversation around electric cars is right now. [Find out more here.](#)
4. We reviewed local tv advertising in the Super Bowl. Toyota and Ford both advertised locally. [Read about](#) what models they promoted in specific markets.