

AdImpact AUTO AD DATA MONTH IN REVIEW

February 1, 2021 – February 28, 2021
(Broadcast + Cable + Digital)

Total Ad Airings: 650,900 tv and cable airings.

Distinct Creatives for tiers one and two: 2,600 distinct creatives.

Top advertiser of the month: Toyota, with 105,890 cumulative airings on broadcast and cable. Toyota's top advertised model was the Toyota Rav4 with 30,740 airings. The top creative for the Rav4 aired a total of 2,460 times.

Most Advertised Overall Model: Nissan Rogue, with 57,700 airings in the last month.

Specific Creative with the Most Airings: Nissan, advertising the Rogue. This creative has aired 13,900 times. [Watch it here.](#)

Local Market with the Most Automotive Ad Airings: New York, NY with 35,720 airings. In New York, the Nissan Rogue was the most advertised model with 1,640 airings.

Top Digital Advertiser: Ford, running 262 unique creatives 22,596 times. Toyota was not far behind with 22,000 occurrences.

Advertiser with the Highest Number of Impressions: Toyota, with 1.2B impressions.

Analysis

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

1. We took a deep dive on Carvana's ad strategy and investigated trends in the brand's ad airings. [Check it out here](#) and find out what markets Carvana is advertising in around the country.
2. Our team also looked at the most advertised models of 2021. Much like last month's trend, the Nissan Rogue is the most advertised model of the year so far. [Click here](#) to read more.
3. Because Covid-19 disrupted supply chains, there has been a rush of used-car buying and selling. We looked at how local dealerships are advertising around used cars. [Find out more here.](#)