

CAR ADVERTISING – GERMANY – 2023

Leveraging developments in online platforms to form authentic collaborations and produce creative content can help car brands stand out in an industry where consumers are constantly subjected to car ads.



Venkatesh Modi,
Automotive Research
Analyst, Germany



Car Advertising – Germany – 2023

This report looks at the following areas:

- The impact of inflation on car advertising
- Key drivers affecting car advertising, including increasing online media consumption, changes in the social media landscape and generative AI
- Consumers' most likely choice of next car, and how this impacts car advertising
- Type of car ads seen or listened to
- Action taken by consumers after seeing a car ad
- Information sought from internal combustion engine car ads
- Information sought from electric car ads

Overview

20% of consumers recall seeing a car ad in printed publications – ranking second behind video ads – highlighting the ongoing **importance of print advertising to cut through in an increasingly digital world.**

As inflation continues, car advertisements will focus on how car brands can provide added value for money in terms of reliability. For electric vehicles, highlighting the savings potential in **total running costs** over the long term is crucial.



Leveraging developments in online platforms to form authentic collaborations and produce creative content can help car brands stand out in an industry where consumers are constantly subjected to car ads.

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



Car advertising becomes even more impactful as consumers spend more time looking for the cheapest prices and visiting different stores to find these. Car brands have an additional chance to target consumers with ads as the purchase process lengthens.

With ongoing changes to streaming services and social media, new opportunities for advertising are emerging. Car brands have a growing opportunity to advertise on streaming platforms with the help of ad-supported plans. The introduction of new AI tools by online platforms for personalised advertising can help car brands improve how they create ads and target consumers. Providing potential buyers with unique experiences **by forming authentic collaborations with influencers** and **developing creative content** that causes minimum annoyance is key to standing out.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview
- The five-year outlook for car advertising

Market context

- Highlight reliability to demonstrate value
- Streaming platforms provide new advertising opportunities with the introduction of ad-supported plans
- Threads offers opportunities for car advertising
- New digital law affects content creation and targeted advertising on online platforms
- Generative AI presents new possibilities for advertisers

Opportunities

- Young men show most interest in buying electric cars
- Forming authentic collaborations with gaming influencers
- Use ads in digital publications to enter consumers' consideration
 - Graph 1: consumers who considered purchasing the advertised car model/from the advertised car brand, by type of car ad seen or listened to, 2023
- Target young consumers on audio platforms
- Attract younger consumers by focusing on ethics

MARKET DRIVERS

The German economy

- Stagnation follows a technical recession
 - Graph 2: key economic data, in real terms, 2019-24
- Continuously high inflation shapes consumers, brands and the economy...
- ...impacting financial wellbeing...
- ...confidence and consumer expenditure
- Highlight the long-term value of reliability...
- ...and continue advertising to reach consumers who are delaying a car purchase

Increasing online media consumption

- Online media consumption continues to grow in Germany...
 - Graph 3: online media consumption (in mins), by age, 2018-22
- ...enabling brands to reach more consumers online

Car Advertising – Germany – 2023

- Streaming is increasingly popular among Germans aged 35+
 - Graph 4: consumer usage of free-to-air TV channels in the last three months, by age, 2021-22
 - Graph 5: consumer use of paid-for streaming services to watch VoD in the last three months, by age, 2021-22
- Streaming platforms provide new advertisement opportunities with the introduction of ad-supported plans

Changes in the social media landscape

- YouTube and Facebook are the most popular social media platforms in Germany
 - Graph 6: social media platforms used in the last three months, by age group, 2023
- Leverage the increasing popularity of TikTok to resonate with younger consumers
- Threads provides opportunities for car advertisement
- New digital law affects how consumers are targeted on online platforms

Generative AI

- Generative AI presents new possibilities for advertisers

WHAT CONSUMERS WANT, AND WHY

Most likely choice for next car

- Petrol cars remain the most popular choice
- Sell the benefits of an electric future
 - Graph 7: car market segmentation, by fuel type, 2018-22
- Volkswagen ID.3 ad shows a consumer being sceptical about switching to an electric car
- Leverage gaming influencers to appeal to young male consumers interested in electric cars
 - Graph 8: consumers most likely to buy an electric car, by age and gender, 2023
- Lexus collaborates with influencers on Twitch to reach young consumers

Types of car ads seen

- Video ads are the most-remembered type of car ad
 - Graph 9: types of car ads seen or listened to in the last three months, 2023
- Offline channels remain important in an increasingly digital world
- Tap into a love of video content among Gen Zs and Millennials
- Collaborate with YouTube influencers to reach Gen Zs and Millennials
- Go beyond traditional video ads to connect with young consumers on YouTube without annoying them
 - Graph 10: consumers listening to music on YouTube, 2022
- Nissan offers a musical experience to listeners by collaborating with a popular music streaming channel on YouTube
- Place products in video content on streaming platforms to reach young consumers
 - Graph 11: consumer use of paid-for video streaming services to watch content on demand in the last three months, by age, 2022
- Leverage growing use of streaming services to target over-35s

Car Advertising – Germany – 2023

- Brands have an opportunity to target young consumers on audio platforms

Ads from car brands

- Ads from German car brands are more likely to be remembered
 - Graph 12: ads of car brands seen or listened to in the last three months, 2023
- Car brands need to stand out from the ad clutter
 - Graph 13: repertoire of ads of car brands seen or listened to in the last three months, 2023
- Car brands are reaching interested male consumers
- Win over female buyers with a focus on style
- Ford ads are better recalled by 18-24s and 25-34s
 - Graph 14: consumers who recall seeing a Ford ad, by age, 2023

Actions after seeing an ad

- Digital ads drive consumer engagement
 - Graph 15: action taken after seeing or listening to a car ad, 2023
- Consumers take action on ads in digital publications
 - Graph 16: consumers who considered purchasing the advertised car model/from the advertised car brand, by type of car ad seen or listened to, 2023
- Keep Gen Zs and Millennials engaged with funny content on social media
- Educate Baby Boomers about the transition in the automotive industry to drive engagement
 - Graph 17: consumers who did an activity after seeing or listening a car ad, by generation, 2023

Information sought from internal combustion engine car ads

- Consumers are concerned about the environmental impact of combustion engine cars
 - Graph 18: information sought from internal combustion engine car ads, 2023
- Switch from aspirational to benefits-based car advertising for combustion engine cars
- Convey the fun of driving through content, rather than figures

Information sought from electric car ads

- Highlight range to win over electric sceptics
- Convey range and charging time of electric cars in an easily understandable way
- Show young consumers how they can fit car charging into busy lives
 - Graph 19: consumers who seek information about charging time from an electric car ad, by age, 2023
- Provide more information about ethical practices throughout the product lifecycle
- Partner with trusted influencers to prove brand ethics

LAUNCH ACTIVITY AND INNOVATION

- Tesla hints at the start of advertising
- Volkswagen uses AI to resurrect a famous Brazilian singer for its car ad

- GM announces collaboration with Netflix to place its cars within content
- Fiat's playful approach to colour
- Renault creatively displays the shift from combustion engine to electric
- Toyota conveys the speed of car creatively
- Ford's BRB campaign features influencers and how Ford cars fit their lifestyles
- Ford BRB campaign features influencers and how Ford cars fit their lifestyles

APPENDIX

Appendix – abbreviations and consumer research methodology and language usage

- Abbreviations
- Consumer research methodology
- A note on language

About Mintel Reports: Germany

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Germany gives you everything you need to know about what German consumers want and why.

In each report, we're analysing the market, new product innovations and the competitive landscape, as well as consumer behaviours across Germany. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes us unique?

- ✔ A 360-degree view of German markets
- ✔ Experienced analysts based in Germany
- ✔ Expert-led support from global category experts

How Mintel Reports Germany will help your business grow:

01

Identify future opportunities by understanding what German consumers want and why

02

Make better decisions faster by keeping informed on what's happening across your market

03

See the trends and innovations impacting Germany both on a local and global level

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a German licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
Germany	+49 211 2409023
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850