

MOBILE

## Mobile ads key for luxury car brands to differentiate from competitors: study

December 1, 2010



By RACHEL LAMB

[Sign up now](#)

[Luxury Daily](#)

A growing number of luxury automotive brands are going mobile with their advertising strategies to reach an increasing consumer base with smartphones, according to Millennial Media.

Millennial's October Smart report reasons that these people that have and use smartphones are more likely to have higher incomes and therefore are more likely to buy a high-end car. Mobile advertising is a good way for competitive dealers to immediately reach their target audience.

“The automotive category is a crowded space, and mobile is the ideal way for luxury car brands to differentiate themselves from their competitors, said Marcus Startzel, senior vice president of sales at Millennial Media, Baltimore. “From a joint study we recently ran with comScore, we saw that people who consume auto content on their mobile devices tend to be more affluent than the general mobile audience.

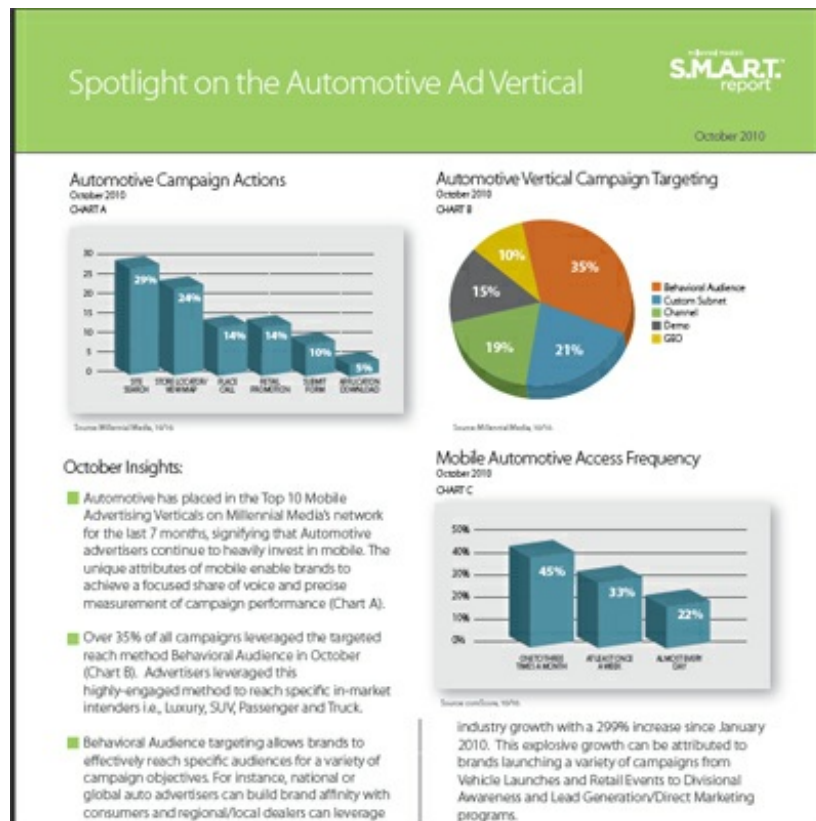
About the study

Approximately 35 percent of the automotive retailers studied by Millennial revealed that they reached their target audience through means such as mobile marketing.

The auto sector's ad spend has grown 299 percent since the beginning of the year.

“Automotive in-market intenders are accessing auto content on mobile to research their new car purchase one to three times per month,” said Mack McKelvey, senior vice president of sales at Millennial.

Furthermore, the joint study with comScore found that consumers are incorporating mobile into their research and purchase actions on a recurrent basis during the car buying process.



### Millennial Media's automotive ad vertical

Ms. McKelvey also stated that Millennial Media has seen auto advertisers use mobile to engage consumers at every level of the purchase funnel, ranging anywhere from brand-building to vehicle launches to retail events.

### Making mobile moves

Other brands such as Mercedes Benz have optimized their Web pages to make viewing from a mobile device easier and more enjoyable ([see story](#)).

“Advertisers in the automotive vertical, consistently in the Top 10 Mobile Advertising Verticals on our network, continue to leverage the unique attributes of mobile to drive consumer engagement,” Ms. McKelvey said.

Mr. Startzel mentioned that Lexus builds campaigns on developing rich HTML5 sites that everyone can access through their smartphones.

The automaker teamed up with Esquire to develop an application that makes the browsing experience on mobile devices more enjoyable ([see story](#)).

Millennia Media's study finds that most luxury car brands strive to target mobile audiences because they need to be aggressive to reach new audiences.

"Luxury auto buys are high-consideration purchases, and in many cases, are about engaging the emotions of the buyer throughout the car-buying process," Mr. Startzel said. "Mobile enables brands to do exactly that."

Final Take

*Rachel Lamb, editorial assistant at Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.