

# The 2020 Public Relations Immersion Report ©

## The Automotive Industry's Public Relations ROI Report

### Study Overview

Each year we survey recent new car and truck buyers to explore how the PR experiences influenced the vehicle purchase decision.

These insights – and similar analysis on influence contributed by all other forms of communications – form the foundation of our proprietary “Share of Influence™” model. This allows automakers to clearly determine the ROI of their public relations investment. The purchase influence contributed by public relations is then compared to other communications

The **Public Relations Immersion Report**® also contains a multitude of other key strategic, tactical and performance metrics that arm automakers, their agencies and other related parties with the insights needed to maximize the performance of their public relations program - and its return on investment.

### Table of Contents

- Key Market Trends
- The Public Relations Business Case
- Purchase Influence/ROI
- Profiles of Buyers Influenced by PR
- Reach (Digital, Print, Events)
- Value of the Ride and Drive
- Extending the Impact of PR – Social Media and Word of Mouth
- Cross Marketing with other Communications Channels



### Source Data

- Over 5,000 recent new, non-fleet vehicle buyers
  - Vehicle sales Oct 2018 – Sep 2019
  - Sampled via major U.S. internet panel
- Weighted by brand sales mix and buyer demographics



*More Well-informed Decisions*

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