

CISION INSIGHTS

CANADIAN AUTOMOTIVE BRAND COMPETITIVE MEDIA ANALYSIS REPORT

January 2019



OBJECTIVES & APPROACH

OBJECTIVES

A Canadian car brand wants to gain insights on its overall media coverage and share of voice among its key competitors per month to answer key questions around:

- Competitive share of voice
- Overall volume of coverage
- What drove the news coverage?
- Media type breakdown
- Top stories, author and outlets
- Overall volume of coverage
- Sentiment analysis
- Key/pull through messages

APPROACH

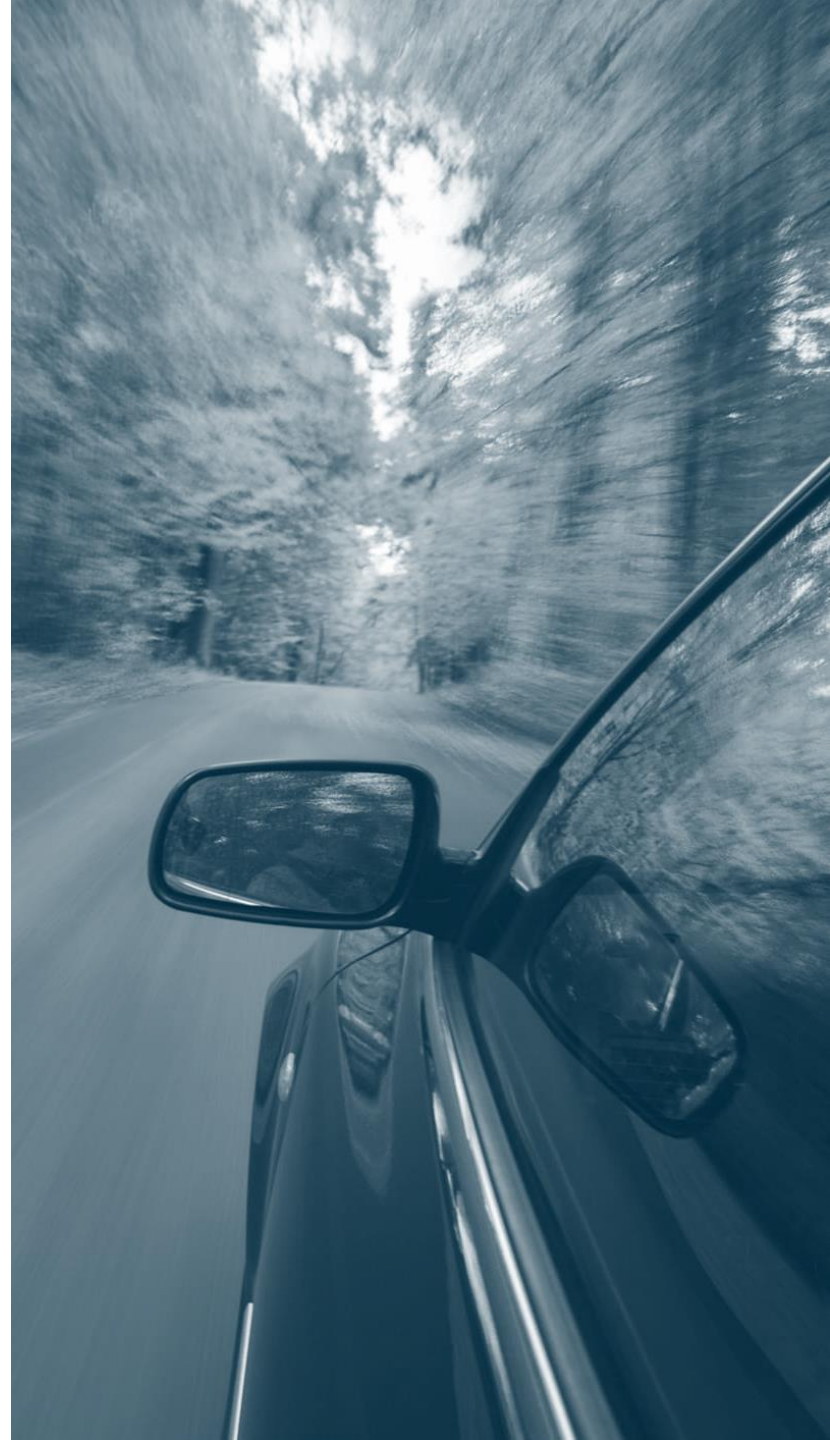
- Cision constructed Boolean keyword searches to capture relevant discussions from the Canadian traditional and digital news media landscape.
- Media analysts gathered and interpreted that content to produce a media analysis of the Canadian car brand and their competitors coverage.

REPORTING PERIOD

- January 1 – 31, 2019

MEDIA SOURCES INCLUDED IN ANALYSIS

- Canadian Print (Newspaper)
- Canadian Online News



EXECUTIVE SUMMARY

BRAND

- The North American Car, Utility and Truck of the Year Awards were very favorable to the car brand, where they collected both the Car and Utility Vehicle of the Year awards for two of their models. Issued on January 14th, the awards were reported by the Associated Press, generating over 100 pieces of coverage related to the car brand.
- Thanks in large part to winning NACTOY's Utility Vehicle of the Year award, the two winning vehicles were the most frequently mentioned models throughout January, appearing in just over 40% of all brand news coverage.
- Positive coverage largely stemmed from the NACTOY awards, but also included coverage of the Montreal Auto Show, where another model was awarded the Automobile Journalists Association of Canada's (AJAC) top award in the Small Utility Vehicle category.
- Negative coverage over the course of the month came from posts and stories regarding vehicle recalls to inspect the installation of fuel tubes. Multiple vehicle models within the brand's portfolio were featured in this coverage.

COMPETITORS

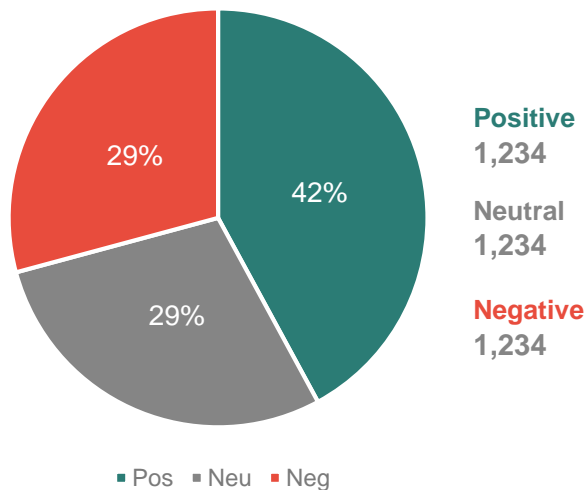
- Competitor 1 dominated coverage amongst competitors across all metrics (volume, reach, and unique visitors per month), with Competitor 2 and Competitor 3 following behind. Competitor 4 and Competitor 5 generated the least amount of relevant news coverage.
- Positive competitor coverage called out new partnerships and investments in both electronic vehicle (EV) batteries and hydrogen fueling stations, while negative competitor coverage focused on scandals, specifically regarding Competitor 1's top executive and various vehicle recalls.
- Within key messages, Electrification and Green Vehicles accounted for the most coverage, as new electric models were launched at recent auto shows, and announcements of partnerships amongst competitors in the manufacturing of Electric Vehicles (EV) trended.
- News regarding recalls accounted for most of the negative key message coverage, but also the lowest volume of any key message. Specifically, over the course of January, several brands were affected by a recall of malfunctioning airbags, especially Competitor 2.



MONTHLY COVERAGE

	TOTAL VOLUME	REACH	UVPM	PRINT (VOL)	ONLINE (VOL)
Current Month	1,293↑	11.3M↑	438M↑	180↑	1,113↑
12-Month Average	923	9.7	398M	164	1,104

tone of coverage & volume



KEY FINDINGS

1,293 news stories were captured across Canadian online and print media during the month of January. 1,113 of the clips captured this month were generated by traditional online media outlets, amassing over 438 million unique visitors per month.

The majority of online coverage was generated by the Detroit and Montreal auto shows, and ongoing coverage of recalls. Notably, Jeff Karoub of the Associated Press wrote a feature article recapping the Detroit Auto Show that was syndicated over 50 times across Canadian publications, in which President and CEO of the brand is quoted as saying “After the [vehicle] was awarded, I didn’t expect (it) for the [vehicle] award.”

180 print mentions were captured over the course of the month, amassing over 11 million in potential reach. Print coverage included features on the Detroit Auto Show, the Elevate walking car concept and several mentions in articles recapping the top vehicles of 2018.

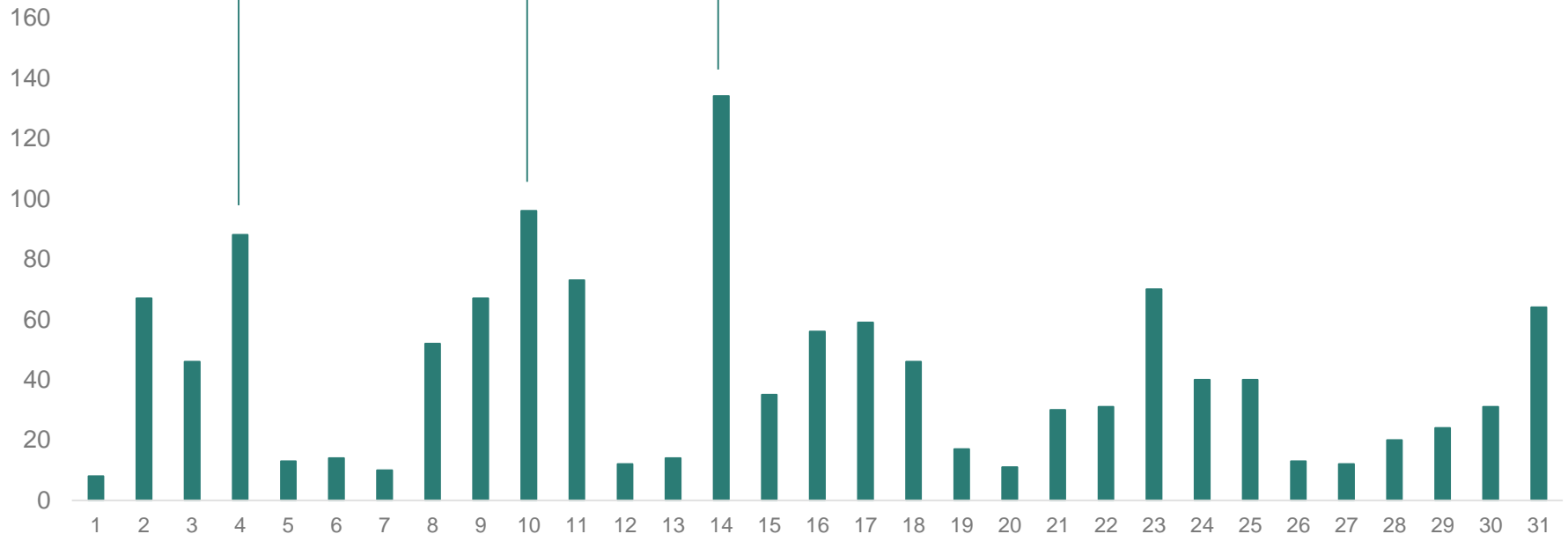
SPIKE ANALYSIS

This graph provides an overview of the daily media coverage received over the previous month. Where possible, context for what may have contributed to an increase in daily coverage has been provided by Cision's analyst team.

Brendan Furlong, Manager of Quality Assurance and Technical Support, was quoted in an article by [SaltWire](#)'s Justin Pritchard regarding starting vehicles in Canada's cold climate. Furlong is quoted as saying "We thoroughly test the accuracy of the automatic climate control and requested cabin temperature with an array of sensors during startup and while driving in extreme cold." This article was distributed across SaltWire's network, appearing in over 25 publications.

The iHeartRadio network posted a video of the Elevate walking car concept from the CES show across their [French](#) and [English](#) network of sites. The story was published on over 50 local webpages across Canada.

Your brand was awarded two of the top three awards issued at the North American International Auto Show, in Detroit. Major outlets that provided coverage of the event included the Associated Press, the [Globe and Mail](#), and [CBC News](#). Of note, the CBC News article included a quote from your President and CEO, who said: "We are especially happy to win as we were up against two great competitors."



TOP OUTLETS, AUTHORS & CONTENT



TOP OUTLETS PRODUCING CONTENT

OUTLET	TOTAL ARTICLES	REACH
The Globe and Mail Online	2	23.6M
Toronto Star Online	2	18.7M
Global News Online	5	16.6M
National Post Online	3	9.5M
CBC News Network Online	2	7.6M
CTV Television Network Online	3	7.4M
CP24 Online	4	6.8M
The Vancouver Sun Online	3	4.6M
Ottawa Citizen Online	3	4.6M

TOP AUTHORS PRODUCING CONTENT

AUTHOR	TOTAL ARTICLES	REACH
John Smith	2	23.6M
Stephanie Simpson	2	18.7M
Jane Doe	5	16.6M
Richard Thompson	3	9.5M
Sara Sanders	2	7.6M
Kevin Walker	3	7.4M
James Hupke	4	6.8M
Austin Davis	3	4.6M
Rita Carmichael	3	4.6M

TOP ARTICLES (BY REACH)

HEADLINE	AUTHOR	REACH
[Headline 1]	John Smith	23.6M
[Headline 2]	Stephanie Simpson	18.7M
[Headline 3]	Jane Doe	16.6M
[Headline 4]	Richard Thompson	9.5M
[Headline 5]	Sara Sanders	7.6M
[Headline 6]	Kevin Walker	7.4M
[Headline 7]	James Hupke	6.8M
[Headline 8]	Austin Davis	4.6M
[[Headline 9]	Rita Carmichael	4.6M

TOP ARTICLES (BY UVPM)

HEADLINE	AUTHOR	UVPM
[Headline 1]	John Smith	23.6M
[Headline 2]	Stephanie Simpson	18.7M
[Headline 3]	Jane Doe	16.6M
[Headline 4]	Richard Thompson	9.5M
[Headline 5]	Sara Sanders	7.6M
[Headline 6]	Kevin Walker	7.4M
[Headline 7]	James Hupke	6.8M
[Headline 8]	Austin Davis	4.6M
[[Headline 9]	Rita Carmichael	4.6M

COVERAGE EXAMPLES

These samples of earned media coverage have been selected at random to provide a representative sample of stories found during the reporting period.



TOP AUTO AWARDS GO TO BRAND

The Associated Press – January 14, 2019

The brand has received North American car, sport utility and truck of the year awards. The awards were announced Monday at the North American International Auto Show in Detroit.



BRAND WINS BIG AT CAR OF THE YEAR AWARDS

Toronto Star – January 19, 2019

The company was the big winner at this year's North American Car of the Year awards, taking both the "Car" prize with its upscale brand sedan, and the "Utility" honours with the brand crossover.



ELEVATE CONCEPT COMBINES SCI-FI AND SAFETY

Chris Chase – January 8, 2019

When the concept car is done climbing walls, stepping over five-foot-wide gaps and walking over "diverse" terrain (all things the automaker claims the concept can do), the legs can fold up under the body for highway driving.



BRAND STORMS DETROIT WITH WILD 350-HP RACE CAR

Sam McEachern – January 14, 2019

The brand has brought two spritely hot hatches to the 2019 North American International Auto Show in Detroit this week: One that's well suited for everyday driving duties and another that's not even road legal. The brand says the concept car and the new trim options "are poised to compete head-on with hatchback competitors and provide a fun-to-drive alternative to small CUVs." Now that's a message we can get behind.



UN VÉHICULE D'URGENCE QUI MARCHE : BRAND RÉINVENTE LA ROUE

Denis Arcand – January 8, 2019

La brand a présenté un concept de véhicule d'urgence hyper-agile donnant accès aux zones sinistrées trop ravagées pour les véhicules de secours tout-terrains conventionnels. Ce prototype de voiture qui marche s'appelle «auto» et la brand affirme qu'il s'agit du premier véhicule combinant roues et des jambes mécaniques.



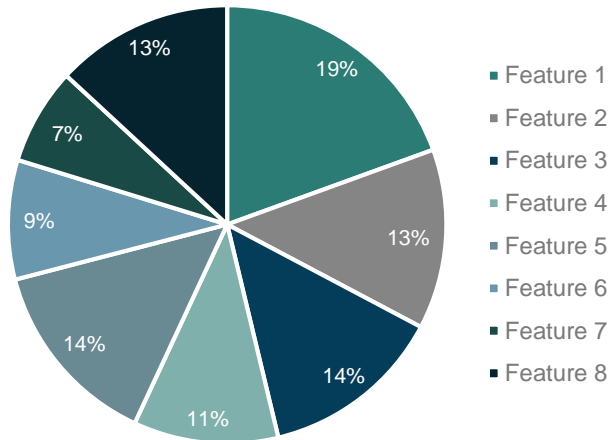
PAS DE CLÉ POUR LE PROCHAIN

Alain McKenna – January 23, 2019

Pour se démarquer avec la prochaine version du Santa Fe, le groupe sud-coréen brand emprunte une technologie chère aux utilisateurs de téléphones intelligents : la reconnaissance biométrique. Certaines versions du VUS seront munies de lecteurs d'empreinte digitales qui permettront d'en déverrouiller les portes, puis de démarrer sans avoir la clé du véhicule sur soi.

VEHICLE FEATURE COVERAGE

FEATURE SHARE OF VOICE



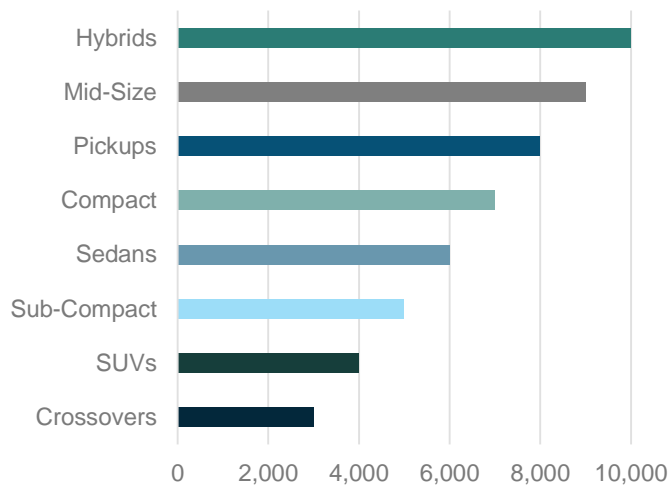
KEY FINDINGS

A total of 18,606 news articles were analyzed for F2017. The majority of coverage came in November and in December during Q1, accounting for a combined 31% of coverage for that quarter. The most prominent topic for Q1 was contracts/wins, representing 37% of topics in the first quarter of the 2017 fiscal year. There was also a significant amount of coverage on cyber-security (9.1%) and financial results (7.4%).

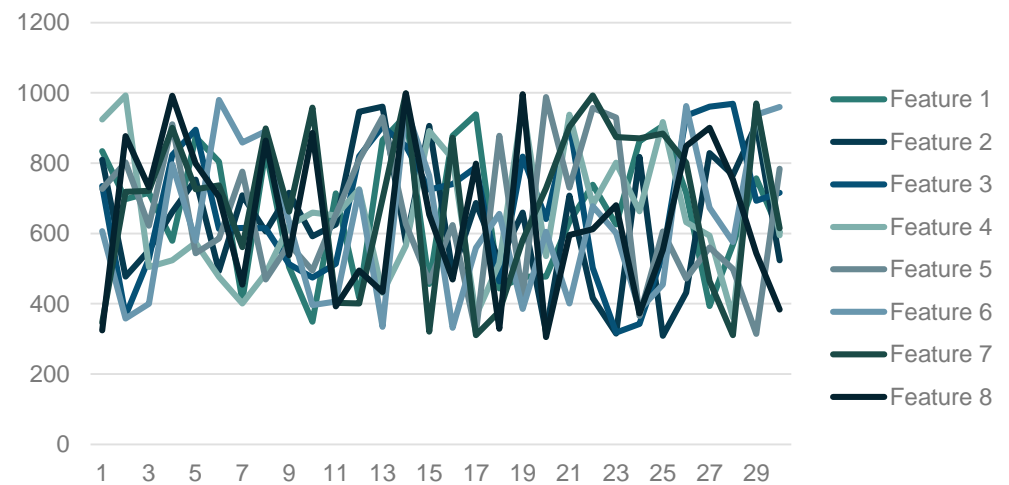
Q2 coverage was the lowest of all the quarters (22% or 3,997 articles), with news evenly distributed across the three months. The most prominent topic for this quarter was contracts/wins (as was the case in Q1 as well), accounting for 53% of news coverage. There was less coverage of cyber-security but an increase in employment coverage in comparison to Q1.

Similar to Q2, Q3 was among the lowest in terms of volume of news coverage (22% or 4,062 articles). April and May had relatively similar volumes of news coverage, whereas June had under 1,000 news articles. The most dominant topic for this quarter was contracts/wins, financial results and digital transformation.

MODEL COVERAGE VOLUME

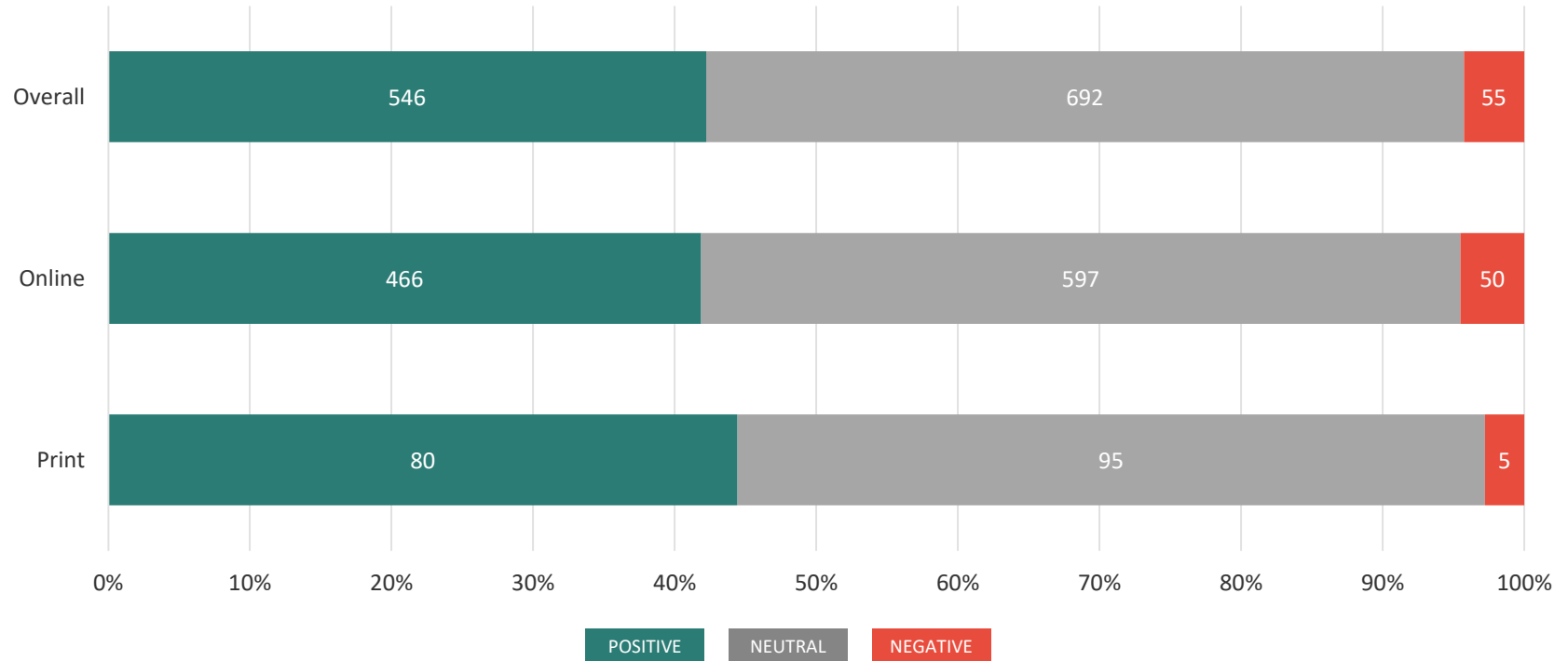


DAILY FEATURE COVERAGE VOLUME



TONE OF COVERAGE

CANADIAN CAR BRAND



KEY FINDINGS

Of the 1,293 clips analyzed over the course of January, 1,238 (96%) were scored as positive or neutral. Justin Pritchard wrote two feature articles on two of the car brand's vehicles, both of which were overwhelmingly positive and published across the SaltWire network (25+ publications). The driving force, however, behind the positive coverage in January was the awarding of Car and Utility Vehicle of the Year at the Detroit Auto Show. Another positive driver included the unveiling of a new safety feature at the 2019 Consumer Electronics Show (CES), which "will walk or climb over the most treacherous terrain," according to the Canadian Press.

Only 4% of clips captured over the course of January were deemed negative in tone. This negative coverage stemmed from a recall notice affecting over 168,000 vehicles in North America to fix a fuel pipe issue that could result in engine fires. The Associated Press [reported](#) on the recall on January 16th, writing: "The affiliated automakers have been dogged by fire and engine failure complaints from across the nation." This story was re-published by several prominent Canadian publications including the National Post, Financial Post and Yahoo!.

COMPETITIVE ANALYSIS



COMPETITIVE COVERAGE

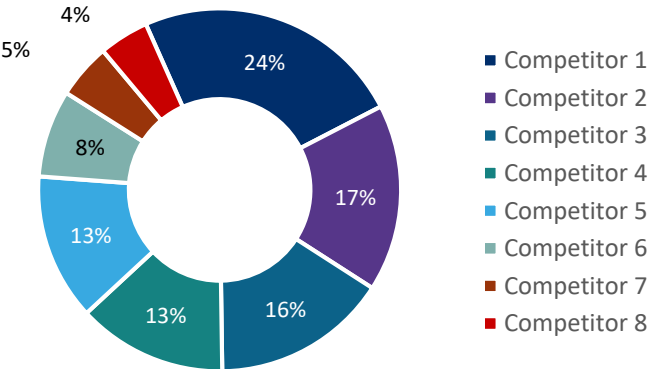
TOTAL COVERAGE

	Total Found Coverage	Total Reach	Total UVPM
Competitor 1	1,305	8.6M	549M
Competitor 2	1,319	12.4M	550M
Competitor 3	770	6.9M	278M
Competitor 4	486	5.7M	211M
Competitor 5	1,550	13.4M	752M
Competitor 6	439	4.5M	196M
Competitor 7	2,380	17.9M	1.02B
Competitor 8	1,650	11.2M	916M

TOTAL COVERAGE (BY MEDIA TYPE)

Print	Online
133	1,172
177	1,142
110	660
89	397
175	1,375
72	367
270	2,110
124	1,526

COMPETITIVE SHARE OF VOICE



KEY FINDINGS

Amongst competitors, your brand placed fifth in terms of reach, volume and UVPM.

Overall, Competitor 1 dominated January's coverage, receiving over 2,000 mentions (24% of all competitor mentions) and over one billion in UVPM alone (approximately 23% of all UVPM). Competitor 2 followed Competitor 1 in second place for all metrics except for total reach, where Competitor 3 took second place. Competitor 8 received the least amount of coverage, as well as the lowest total reach and UVPM, trailing closely behind Competitor 7. Competitor 5 generally fell in the middle of the pack, receiving average metrics in comparison to the rest of the competitors.

*Competitor data is validated through a preset list of keywords in order to substantiate relevance.

COMPETITIVE SPIKE ANALYSIS

Competitor 7's coverage peaked during this week due to CES 2019, at which the brand announced new technology, including the "most technologically advanced autonomous test vehicle" ([CTVNews.ca](#)).

Competitor 5's spike in coverage this week was due to the unveiling of the new hybrid option, which the automotive maker's Vice-President said is "now more convenient and appealing than ever" ([The Globe and Mail](#)).

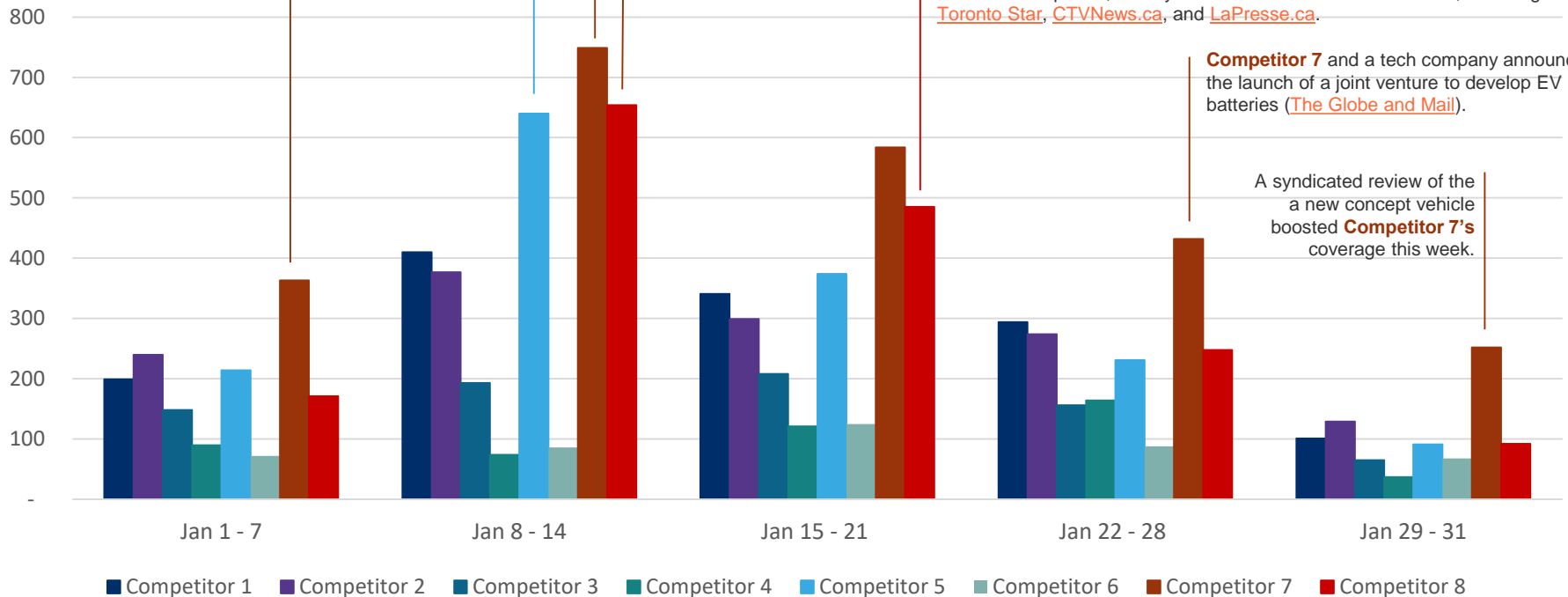
Competitor 7 received a significant amount of coverage this week due to a highly syndicated story regarding their recall of 1.7 million vehicles in North America due to defective airbags ([National Post](#)).

Competitor 8's announcement of their multi-million dollar investment in electric vehicle manufacturing in North America ([Ottawa Citizen](#)) caused a significant spike in their coverage this week.

Another announcement from **Competitor 8**, regarding their partnership with a domestic competitor, was syndicated across numerous outlets, including [Toronto Star](#), [CTVNews.ca](#), and [LaPresse.ca](#).

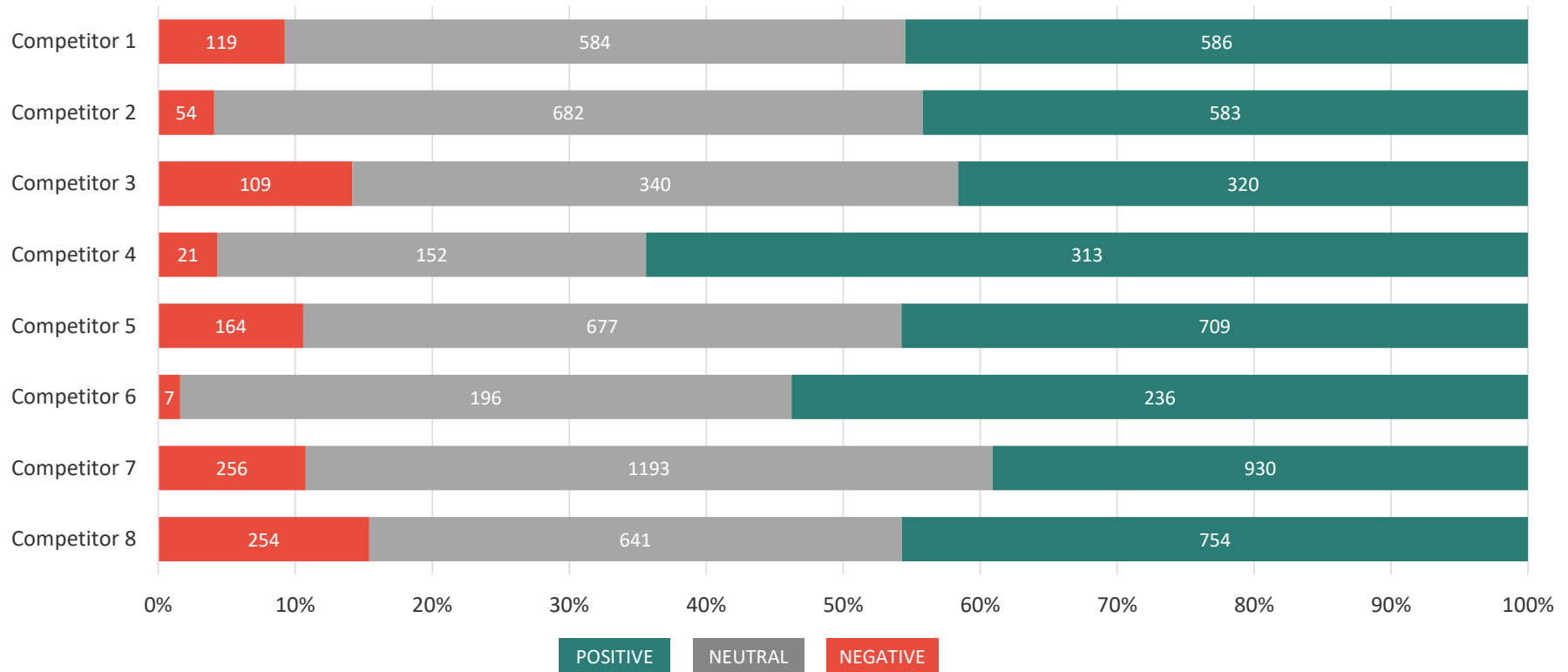
Competitor 7 and a tech company announced the launch of a joint venture to develop EV batteries ([The Globe and Mail](#)).

A syndicated review of the a new concept vehicle boosted **Competitor 7's** coverage this week.



TONE OF COVERAGE

ALL COMPETITORS



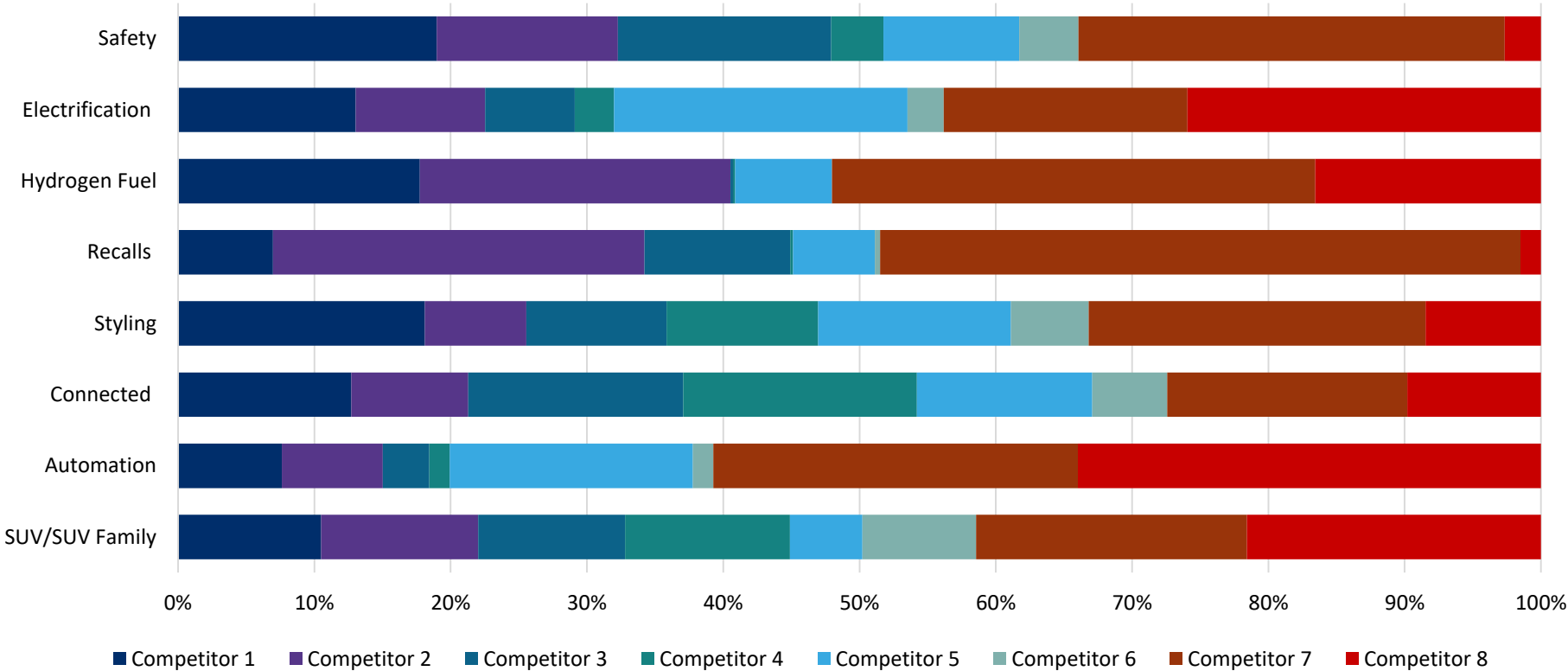
KEY FINDINGS

In terms of volume, Competitor 7 received the most positive and negative mentions this month, followed by Competitor 6 and Competitor 3. In terms of individual share of voice, Competitor 2 received the highest percentage of positive coverage (64%) amongst competitors, followed by Competitor 1 (55%) and Competitor 8 (46%), while Competitor 8 received the highest percentage of negative mentions (15%), followed by Competitor 3 (14%) and Competitor 7 (11%).

In general, positive coverage amongst competitors mainly consisted of new vehicle model announcements and reviews, as well as announcements of several partnerships and investments within the automotive industry. Specifically, significant coverage was generated regarding Competitor 7's newly formed partnerships with a tech company, the latter of which will see the competitors build hydrogen fueling infrastructure in Quebec. Negative coverage was generally scandal-related, such as the arrest of a key executive and his company's recall of 1.7 million vehicles due to defective airbags.

KEY MESSAGE COMPARISON

ALL COMPETITORS



KEY FINDINGS

A total of 5,031 news articles were related to key messages for all Canadian competitors. Within these, there was a total of 9,141 brand mentions across all key messages. Competitor 1 coverage took up 13% of key message coverage. Overall, Competitor 7 had the most coverage with 24%, followed by Competitor 6 with 20%, and Competitor 3 with 16%. Electrification and Green Vehicles was the most prevalent key message with 3,982 brand mentions – more than twice the total for the next highest volume key message: Styling.

The competitor with the highest individual share of positive coverage was Competitor 2, as 68% of its coverage in relation to key messages was rated positive. Competitor 8 had the highest individual share of negative coverage within key messages at 16% of its stories. As for the key messages themselves, coverage for Connected was the most positive, with 76% of coverage rated as such. The most negative coverage was found in the key message of Recalls, accounting for 38% of that message’s coverage.

Thank you for your interest in this media analysis report.

Cision Insights is a global team of analysts and researchers who leverage Cision's array of tools, data, and content streams to measure performance of marketing and communications activities and deliver meaningful, usable insights.

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Our analysts serve as an extension of your team and are here to answer your measurement questions, establish analysis framework and methodology, and synthesize data to deliver actionable insights that inform strategic decision making.

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