

AUTOMOTIVE INDUSTRY

ReStart Offer



RE-
START
ENGINE

Hurry up, the **Belgian market** is on the rise again!



September 2020 vs. September 2019

+ 1%

Amount of new private car registration is up again



Summary



ADDRESSABLE TV

OFFER



OLV : CAR SEGMENTS &
BRAND TARGETING

OFFER



TV & RADIO BONUS

OFFER

* Campaign must begin before end of January



Profile



Location



Content
consumption



Ownership



Interests



Mozaïc Typo

All basic & specific segments
included **for free**

90€ CPM

+ Lowered setting costs **1.000€** (~~vs 1.250€~~)

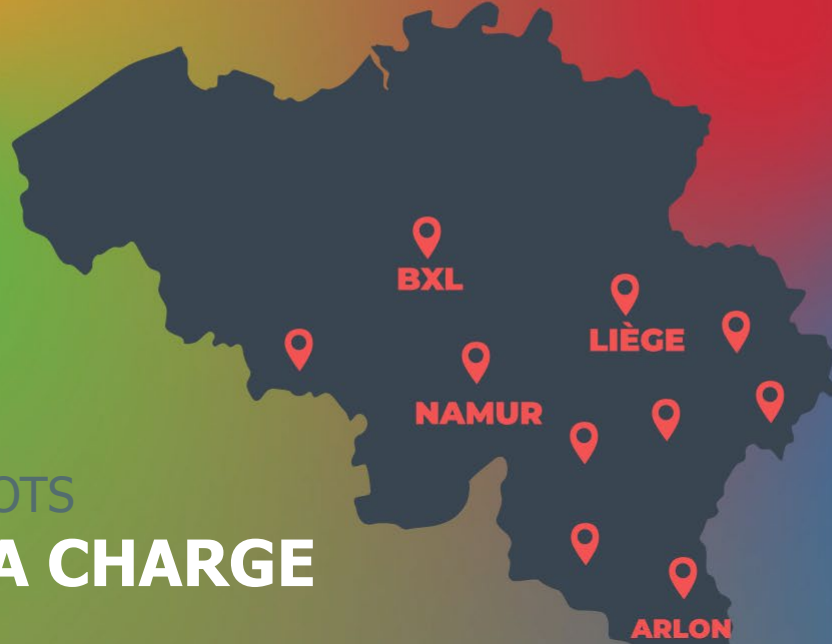
Segments opportunities:

**Family - Women - Ecolo-friendly - Young People -
DIY Lovers - Luxe - Car Lovers - Adventure**

Addressable TV Offer - Locate your Dealers



BELGIUM



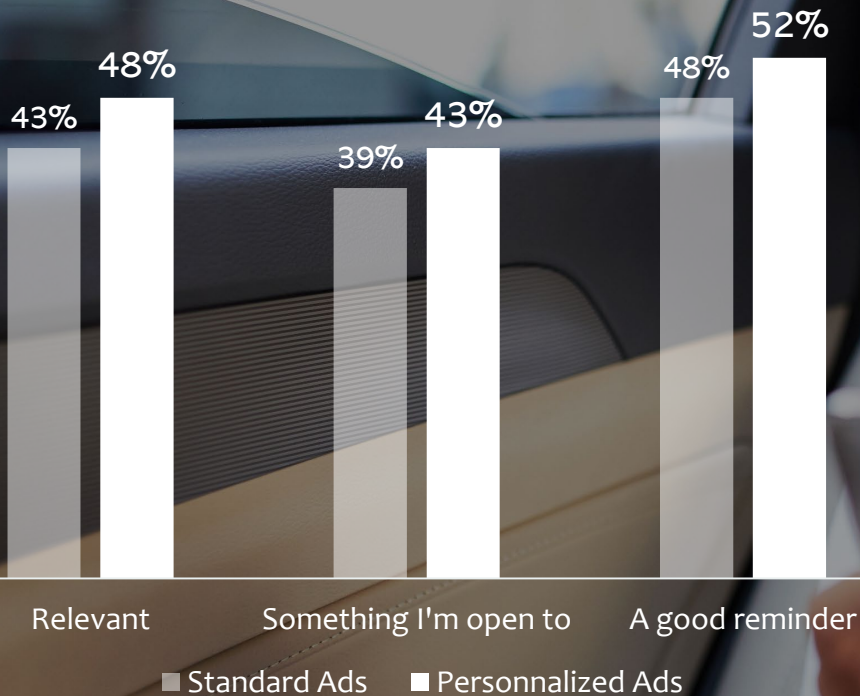
UP TO 5 DIFFERENT SPOTS
WITHOUT EXTRA CHARGE

Valid until end of January 2021

Personalized Ads are valued by the consumers



AD PERCEPTION – Total Exposed - % Agree



OLV Offer - Automotive Segments Targeting



MORE
DATA

MORE
POSSIBILITIES

MORE
CRITERIA

QUALITATIVE
DATA

THIRD
PARTY DATA

MORE
AFFINITY

+70 SEGMENTS !

CATCH ME BETTER



OLV Offer – “Looking for” Targeting



1 TARGETING CRITERION / VIDEO - IO ONLY / 20" MAX / PRESENCE ON AUVIO + RMB SITES / MIN 3 WEEKS

Targeting	Catch Me Better Auto BMS	Net Price
Looking for an SUV	500.000 imps	15.000 €
Looking for a Sport Car	150.000 imps	5.250 €
Looking for an Electric or Hybrid Car	400.000 imps	12.000 €
Looking for a Luxury Car	500.000 imps	16.500 €
Looking for a Motorcycle	500.000 imps	16.500 €
CUSTOM PACKAGE ON DEMAND		

Valid until end of January 2021

OLV Offer - Brand Targeting



1 TARGETING CRITERION / VIDEO - IO ONLY / 20" MAX / PRESENCE ON AUVIO + RMB SITES / MIN 3 WEEKS

Targeting

Catch Me Better Auto BMS

Net Price

Looking for a Brand

500.000 imps

17.500 €

OPPORTUNITY TO CHOOSE SEVERAL UNCROSSED SEGMENTS (OR) AT THE SAME PRICE
& CUSTOM PACKAGE ON DEMAND

Valid until end of January 2021

OLV Offer - Create your Custom segment



FAMILY

B2B

WOMAN

SPORT

**ECO-
FRIENDLY**

**YOUNG
PEOPLE**

CATCH ME BETTER



1 SOCIODEMO CRITERION + 1 INTENT CRITERION

215.000 imps for 7.500€ net

Valid until end of January 2021

2 TARGETING CRITERIA / VIDEO - IO ONLY / 20" MAX / PRESENCE ON AUVIO + RMB SITES / MIN 3 WEEKS
CUSTOM PACKAGE ON DEMAND

Use Offline to boost your Online Campaigns



| Radio campaigns drives



+21% of average online traffic
increase for advertisers

Up to **13%** of incremental
unique visitors

| Add **TV** to your digital campaigns to increase your impact



+20% online video+VOD

+31% social media

+31% online display



Lift in purchase intent

+8% for known brand

| 54% media effects on auto sales → Thanks to **TV**



For each euro
spent for Automotive sector,
ROI TV = 6,4€



For All TV and Radio Campaigns

FREE
TAG ON*
for Drive to (e-)Store

Need more infos?

Contact your **favorite Account**
or **sales@rmb.be**