



AMEC International Communication Effectiveness Awards 2014 Entry Form

Category: Best Use of Measurement for a Single Event
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Client: Jaguar Land Rover MENA
Campaign title: JLR Dubai International Motor Show 2013

Objective/Brief:

The Dubai International Motor Show (alternating with Abu Dhabi each year) is the region's largest and most influential automotive event. This year's event ran from November 5 - 9 2013 at the Dubai World Trade Centre and showcased an unprecedented 108 global and regional launches, including 15 concept cars from the world's leading motoring manufacturers. Manufacturers also used the Show to sell cars to the public direct from the stand, in addition to displaying concept cars and new technology.

The automotive market in the Middle East is huge and, unlike that of the US and Europe, is growing. Consumers have a wide variety of choice in all price segments, with the high-end sector particularly competitive. Positive media coverage of the Show, together with effective marketing and sales campaigns, is vital if automotive companies are to reach and appeal to the correct target audience.

Saliency Insight's client, Jaguar Land Rover MENA, and Weber Shandwick, its PR agency, engaged SI to produce a report based on media perception of JLR brands and competitors in media coverage of the Show.

The analysis objectives for the report, which covered the period from September 15 to December 31 2013, were to:

- Assess the relative visibility of the client's brands and display models against those of competitors before, during and after the Show
- Compare the tone of coverage for the client's brands versus competitors
- Identify the geographical reach of the client's media coverage
- Establish the prominence of the client's media presence, in terms of article dominance, headline mention and use of images
- Compare whether the client, or its competitors, were discussed more in the light of key motor show themes, such as debuts and set up of the stands



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- Evaluate the relative media performance of car models on display from manufacturers in the client's class
- Understand which particular product attributes were presented in a positive light for the client's models and those of competitors

A key outcome for the client was to see how well its new C-X17 concept was presented in the media.

Strategy:

In order to make this ad-hoc report a companion piece to the client's regular monthly reporting, SI tracked a similar competitor set across the same markets, using the existing tracked media sources.

SI's sister company, MediaWatch, provided the clips from print, online and broadcast across 14 media markets - Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates and the Pan Arab region.

Each article mentioning the DIMS was selected and brand mentions for the client and tracked competitors -Audi, BMW, Lexus, Mercedes and Porsche - were analysed for corporate and product mentions, while tone against key Show themes and product attributes was also assessed. Focus articles and passing mentions were analysed, in order to build up a full picture of media performance for each brand.

SI began reviewing coverage from several weeks before the start of the Show, until the end of the year, in order to pick up any pre-Show buzz and post-Show follow-up reviews.

Because of the focused nature of the report, a decision was taken to provide the client with a more in-depth study, with extensive narrative explaining the nature and tone of coverage for JLR and its competitors.

Execution/Implementation:

Native language speakers analysed the content of articles against a consistent codeframe for both client and competitors in SI's bespoke database.

SI compiled a clear and easy to understand PowerPoint report, using a combination of charts and tables, each of which was accompanied by an insightful narrative explaining the key coverage highlights for the client and its competitors. An executive summary gave an overview of Show coverage in general, as well as a short summary of highlights for each competitor.

Direct quotes from key industry figures were included where they illuminated a particular data point.



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Conclusions:

Saliency Insight was able to demonstrate the effectiveness of the client's communications efforts around the Show in a number of ways:

- JLR was among the top three most discussed brands in nine of the 14 tracked markets. SI's data further showed that comments by a senior company representative boosted both the volume and prominence of the brand's coverage.
- More than 50 per cent of articles mentioning Jaguar or Land Rover featured the brands in the headline, with 25 per cent of all such articles exclusive to the client's brands.
- The C-X17 was indeed well received, appearing in the highest number of articles for the brand, and praised for its styling, innovation and desirability.
- Although BMW and Audi were placed ahead of both Jaguar and Land Rover in terms of visibility, SI was able to explain the reasons behind this (the launch of a revolutionary hybrid sports car and a successful communications campaign surrounding sales in the region, respectively), which will help inform the client's future communications strategy.

Saliency Insight's report on the Dubai International Motor Show for Jaguar Land Rover proved the success of the client's communications campaign, in that it had met its objectives of generating prominent and substantial coverage in 12 out of 14 of the tracked markets, while generating a strongly positive media reaction to the C-X17.