

Outlook 2014: Automotive Trends

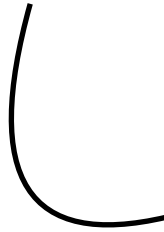
Automotive as a media channel and a life application

**We
noticed a
key theme
emerging
for 2014**

*Advertiser
Experience*



“Engineered Serendipity”



*Consumer
Experience*

How does this apply to Automotive?

2014 Key Automotive Trends



Connected car phenomenon

Mobile and App ecosystem

Megadata

Value Exchange

Insight:

Automotive is being modified by the behavior of mobile audiences and expanding digital app and brand experiences into physical spaces

Connected Car Phenomenon



**It's not an illusion,
everything you use
is looking for a way
to plug into your
car**



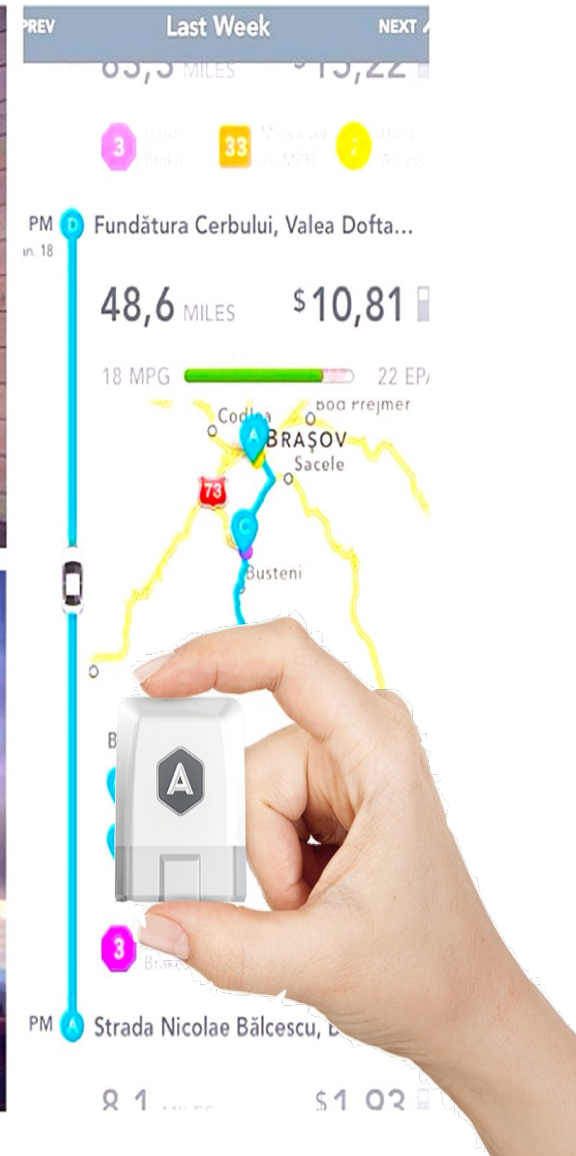
Cars are becoming life beacons

V2V

Gas mileage to engine diagnostics to autonomous navigation

Automatic makes any car with an OBD-II port into an iBeacon

Brands offer services to, and receive data from, your car



Automotive is becoming a new ecosystem for data and engagement

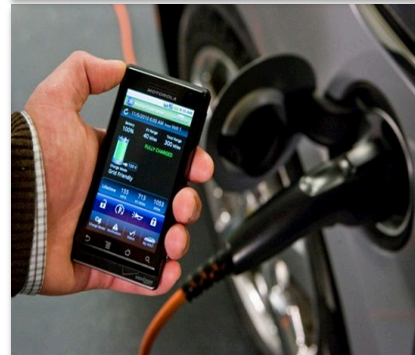
for random things



for apps



for mobile

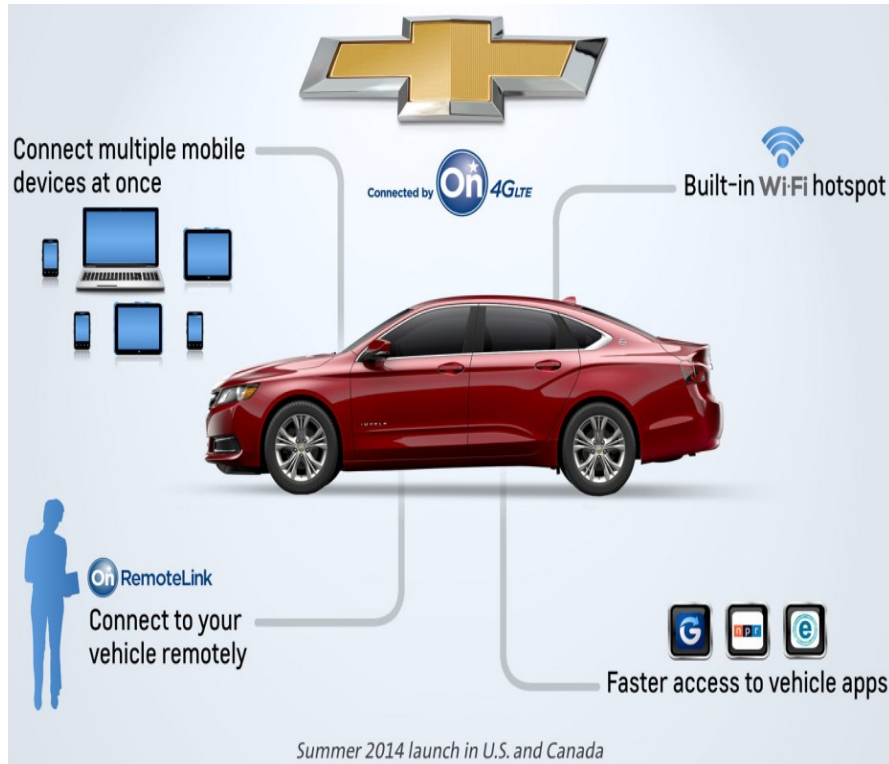


Mobile and App Ecosystem



Automotive is the new mobile battleground; it's the #1 tech trend we found at CES 2014, that impacts media audiences

Your car could be a Wi-Fi hotspot



Chevy 4G LTE

GM and AT&T announced a partnership to build 4G LTE connectivity into upcoming Chevrolet vehicles. This upgraded edition of OnStar will enable drivers to install an AT&T SIM card into their cars, allowing them to access the Internet.

This in turn will power a suite of mobile apps re-designed for driving safety, and will serve as a WiFi hotspot for passengers.

The idea of simply adding your car to your data plan, along with your phones and tablets, further underscores that the car can be thought of as a mobile device. And as with other mobile devices, reaching audiences who use them is imperative.

More info: <http://labt.ag/1db9nzJ>

Your car can be an app

Open Automotive Alliance

Google announced a partnership with several major automakers to launch Android-based infotainment systems starting in 2014. It will be carefully crafted for safety and will be an open platform carmakers can tailor for their needs. Since it is based on Android, it will be able to draw on a large existing base of developers.

Brands should keep an eye on when or whether to migrate their existing Android apps to this platform.

More info:

<http://www.openautoalliance.net>



Sometime soon, it will prove to be both

SYNC App Link

Ford announced SYNC App Link at Mobile World Congress, which will give brands access to provide data-driven branded experiences in a captive setting.

Partners already aboard:



Opt-in for mobile data sharing is essential to the development of the app ecosystems in cars



Now even Apple is moving iOS to the in-dash car experience

Apple CarPlay: iOS on Your Dashboard

Apple has announced its new in-car iPhone integration system, designed to be an eye-free system which allows drivers to safely use their phone in the car with three key functions:

1. Voice Command
2. Music and entertainment
3. Mobile applications

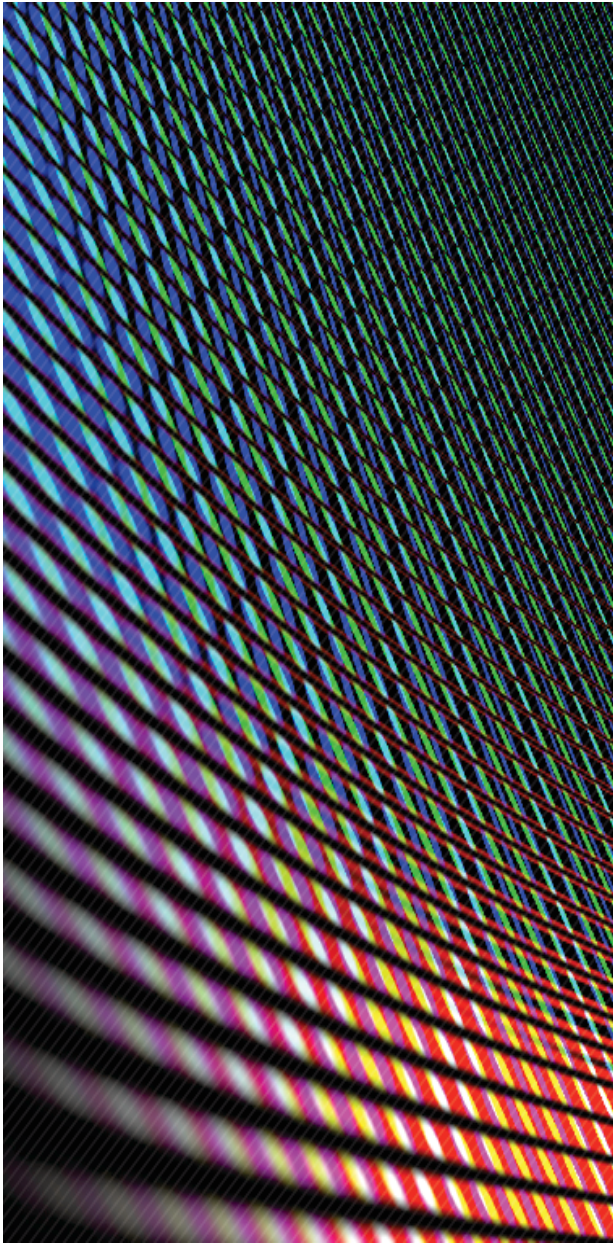
This is a big deal because Apple is angling for control of the automotive ecosystem by focusing on Siri as the interface for iTunes, dictation of texts/ message, navigation, and calling.

More info:

<http://gizmodo.com/apple-carplay-ios-on-your-dashboard-1535053054>



Megadata



Quantified self is becoming quantified car

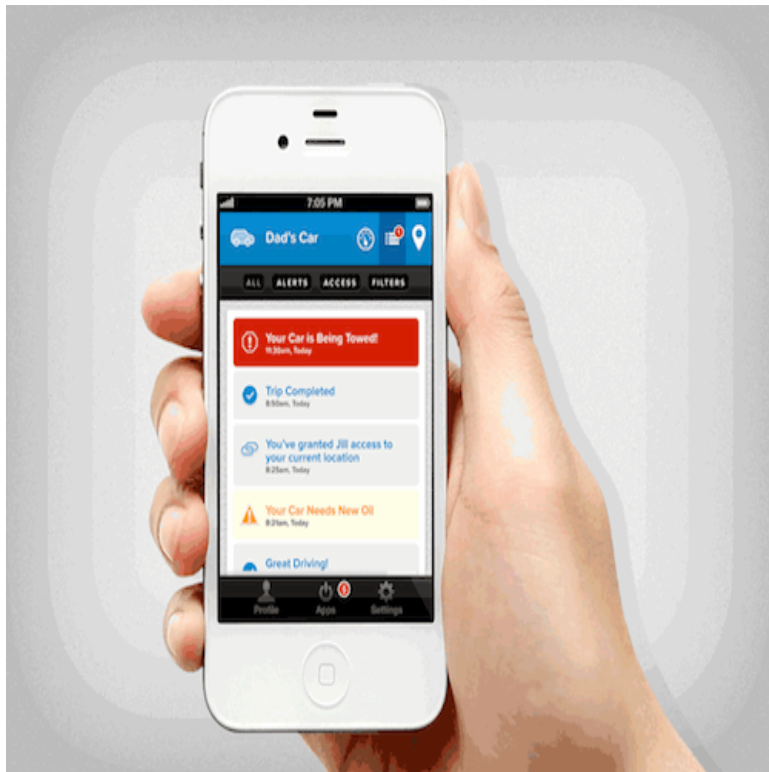
Dash

A hardware device and accompanying smartphone app which offers real-time feedback on your driving. Interesting features include:

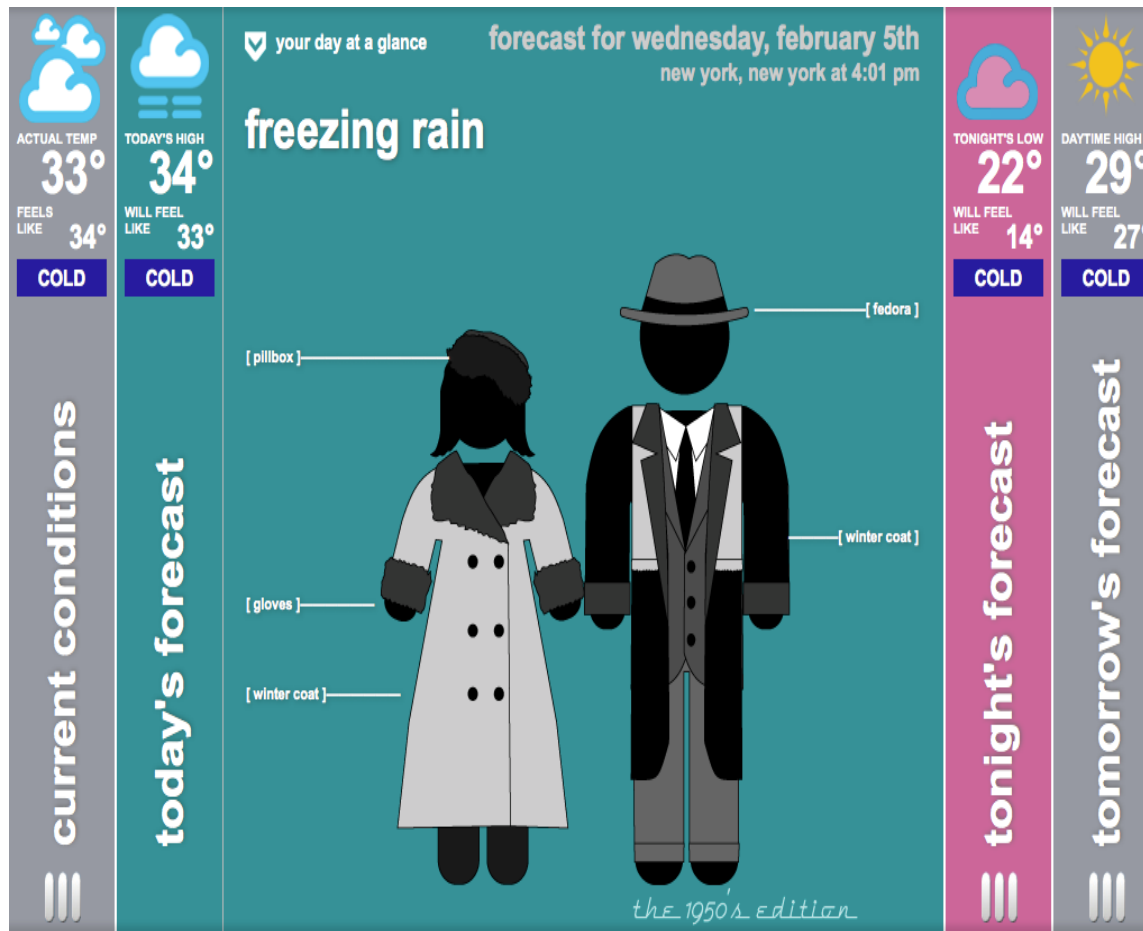
- **Maps showing retail pricing info:** cheapest gas nearby
- **Social feature integration:** sharing, ratings, friends picks



Cars now act as hive minds and can provide micro-location information like whether windshield wipers are on...



...so you can figure out what to wear,
before you leave your driveway



The automotive industry is now a key information hub in the mobile and social data ecosystem

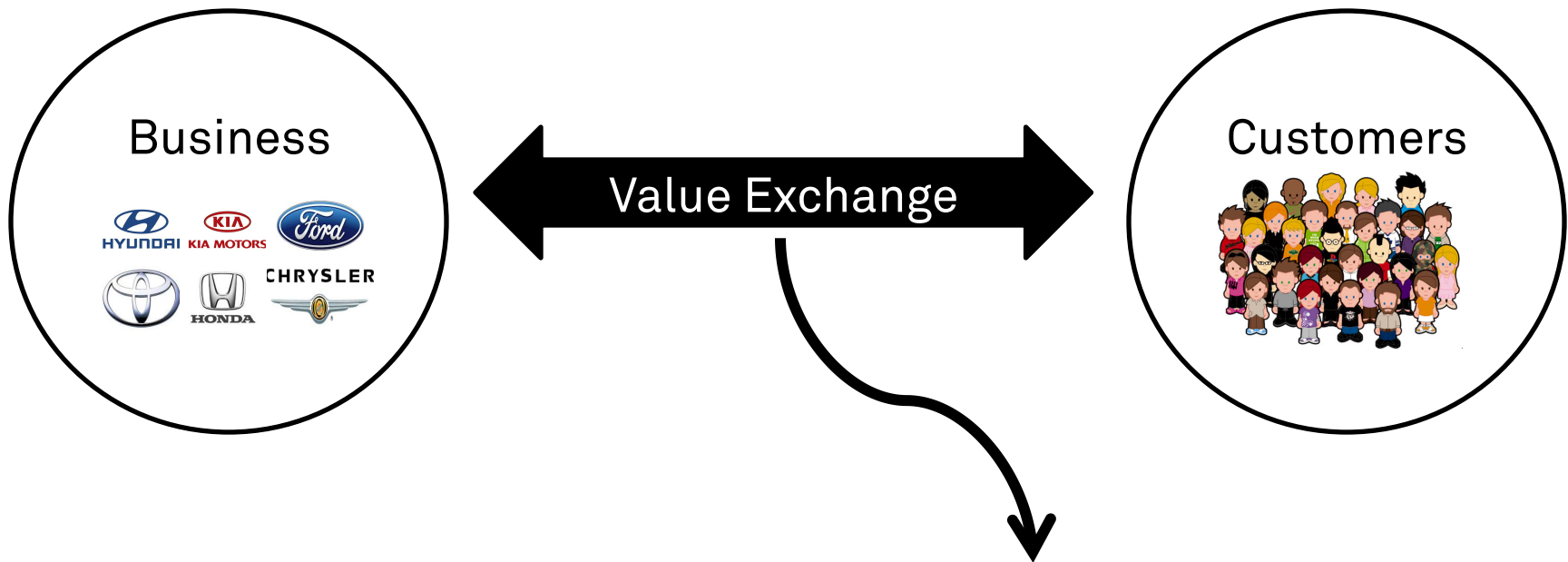
As cars create more behavioral data, they will become tools for predictive analyses, offer optimization, and transform themselves into a form of alternative media.





Value Exchange

Simply put, value doesn't just mean money. It can be any information that makes consumers lives better or informs the brand about the consumer...



Could also be time, access, information, etc.

...which is super important to the new, “digitally native” automotive target audiences

Generation Y (a.k.a) Millennials



1980-2000

- The oldest were 4 when Apple release the Macintosh personal computer

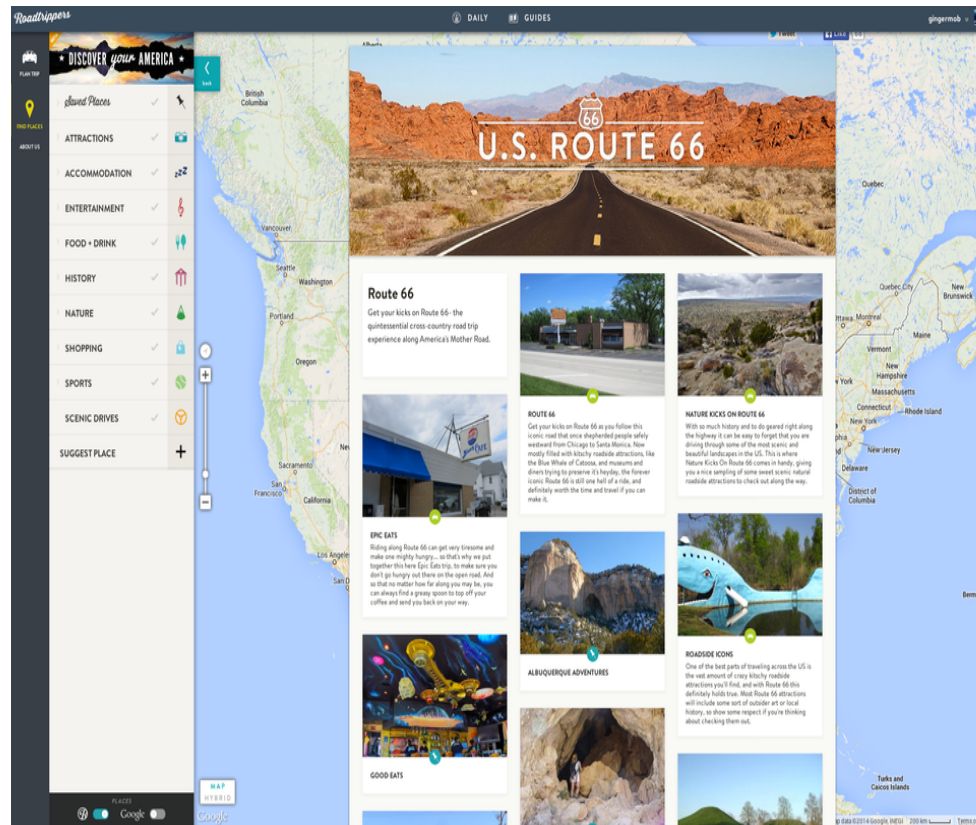
Generation Z



2001-today

- Did not exist when DVDs (1995) and Netflix digital streaming (1999) came to market

Digital natives want to curate their own journeys and broadcast content to the crowd. Facilitate these activities to gain interest and loyalty



Influencing the crowd is key, because car buying is now a communal project, in which prospects can leverage their friends and family to upgrade product

NEW RULES FOR BUYING YOUR CAR.

Pick out the features you want in your new Dart and then invite friends and family to sponsor individual parts of the car. You can raise a portion of the cost of a new Dart or the full price. Then all you have to do is go to a dealership and pick it up.

[CREATE YOUR REGISTRY](#) [FUND A REGISTRY](#)



360°

What are the key takeaways?

Simple and basic rules of engagement

1. Be willing to experiment with both useful content and ad messaging in car
2. Remember processing power and horsepower are becoming equals; use applications as a gateway to engage
3. Be prepared to use data to maintain contact with customers after purchase
4. Embrace serendipity and make brand content/messaging be additive to the car buying, searching, and driving experience

Important things to review from the Lab

Research studies to ask us about

Content

- Branded content



Real Time

- Real-time ads



Multi-Screen

- Bridging TV data to better target digital
- Are all screens created equal ?
- Effects of multi-tasking on radio and TV ad effectiveness



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Thanks, and good luck!

If you want to learn even more, get in touch:

ipglab.com

@ipglab

info@ipglab.com