



# Chevrolet x CMAs

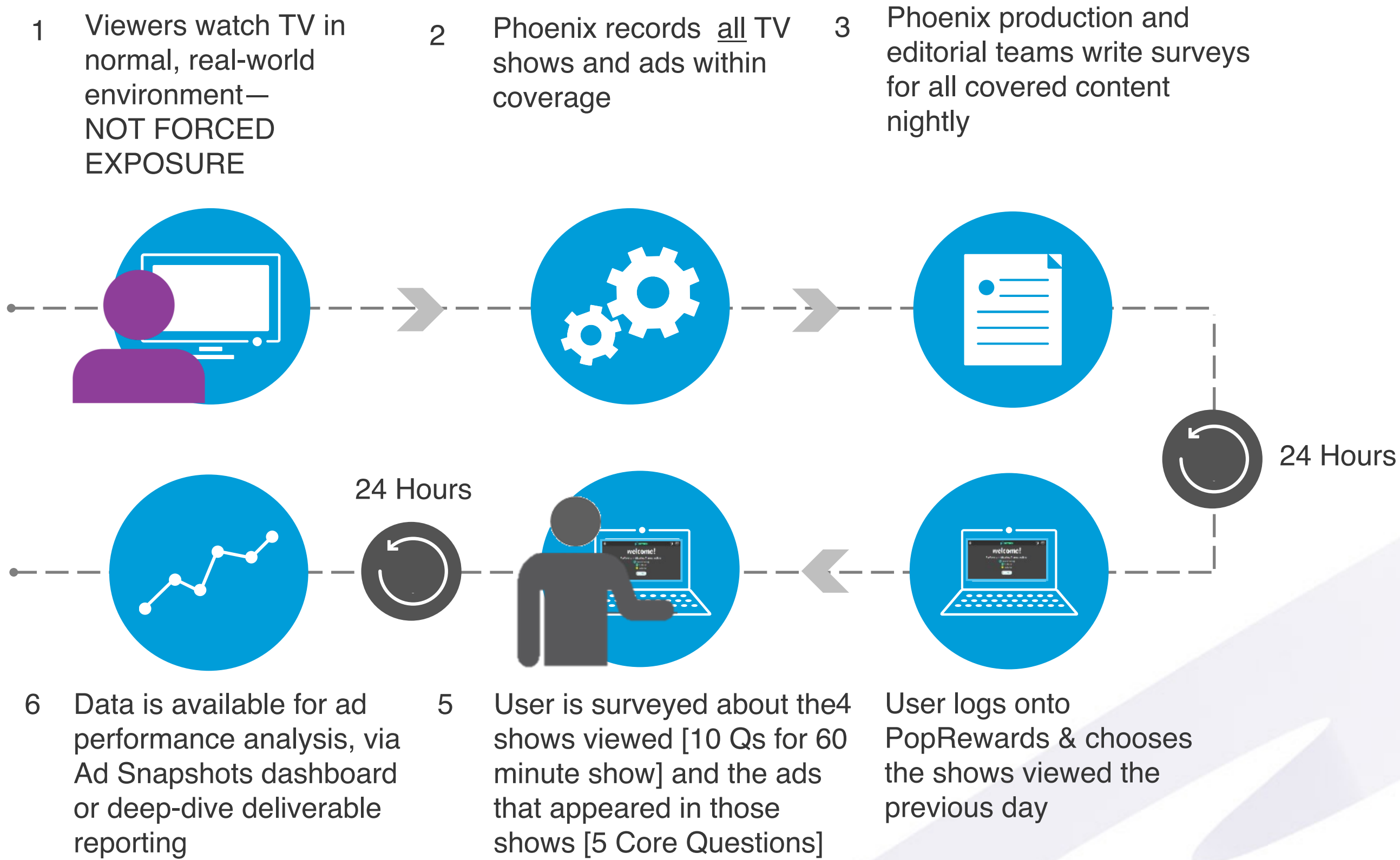
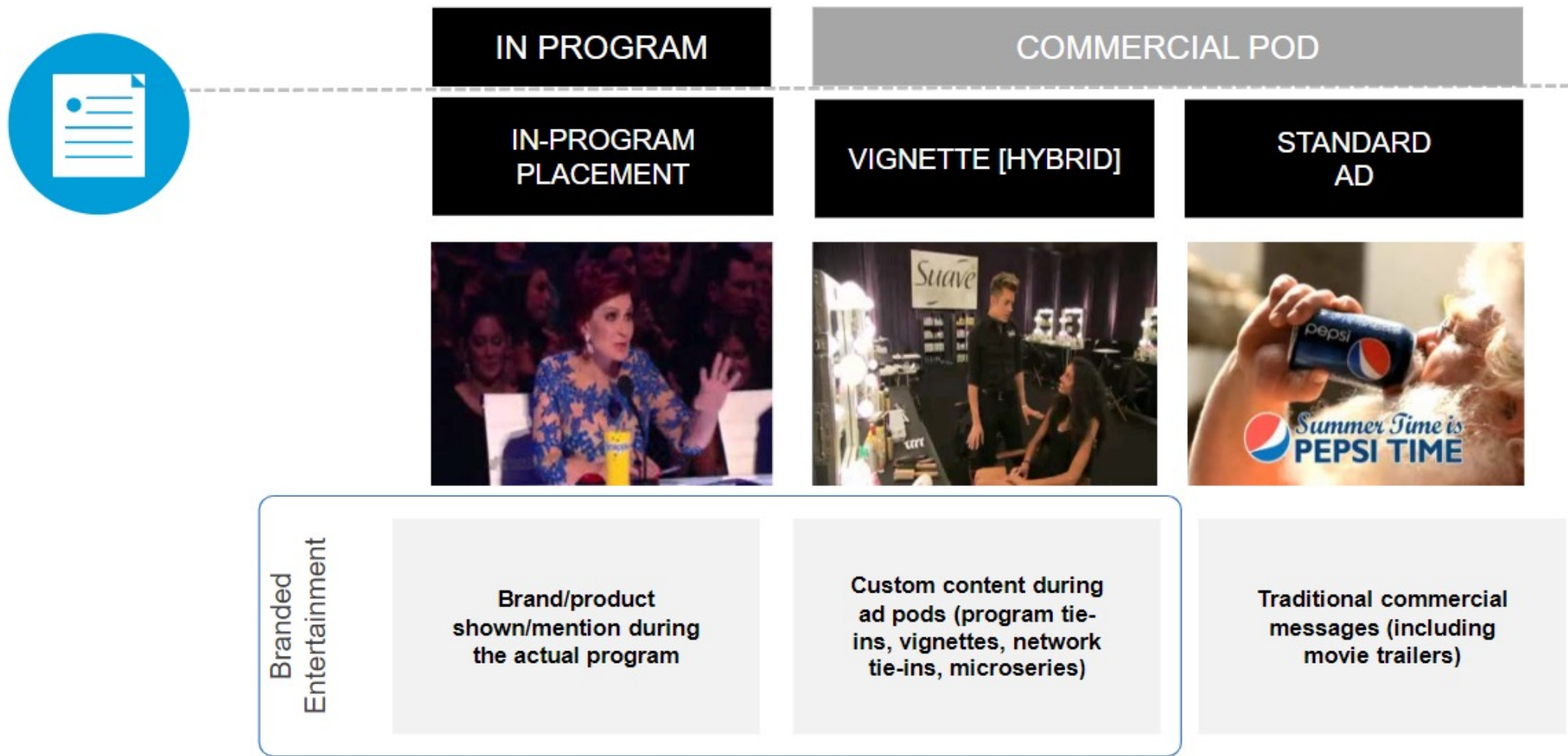
Sponsorship Effectiveness with Phoenix TV Brand Effect



12.3.21

# Methodology

Phoenix TV Brand Effect measures the impact of shows, ads, and placements via survey, including branded entertainment.

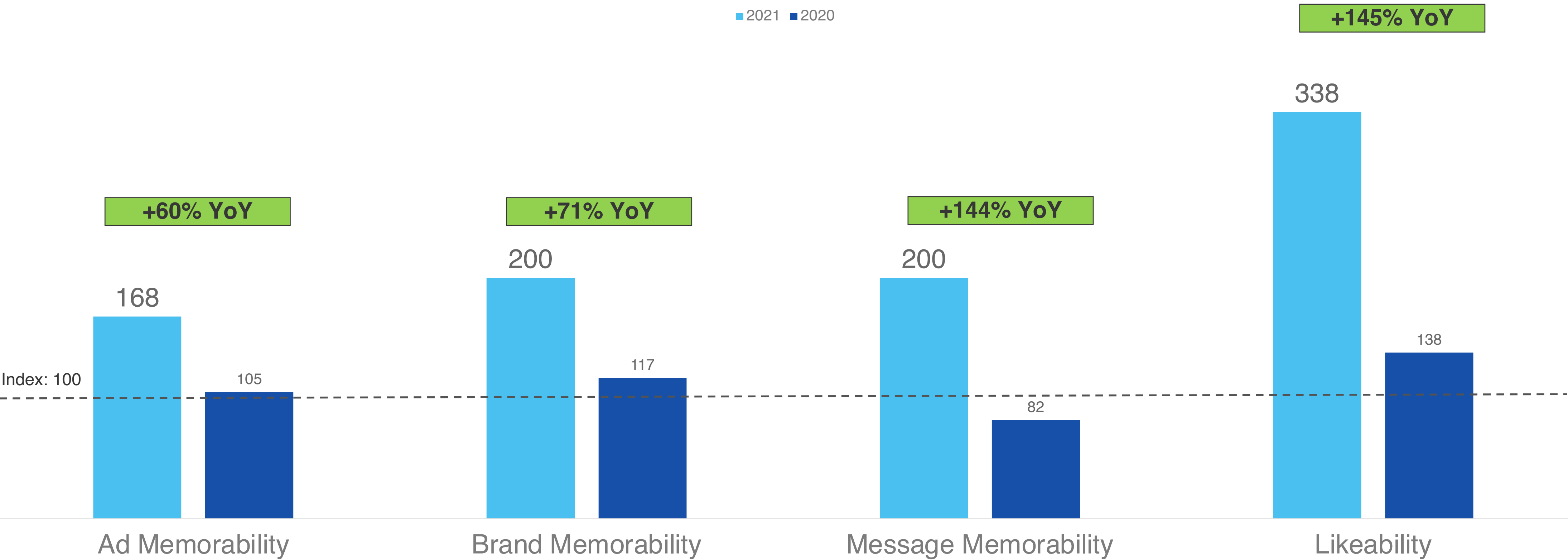


# Brand Lift – Adjacent Ads and Standard Airings [A18+]

Chevrolet saw strong lifts across the board with the strongest index in Likeability, with A18+ users 238% more likely to report an increase following all ad airings – an awesome jump from 2020’s performance with a +145% increase YoY

Chevrolet Performance A18+ Audience  
vs. Automotive Category Ad Norm  
[Automotive Ad Norm: 100 Index]

■ 2021 ■ 2020

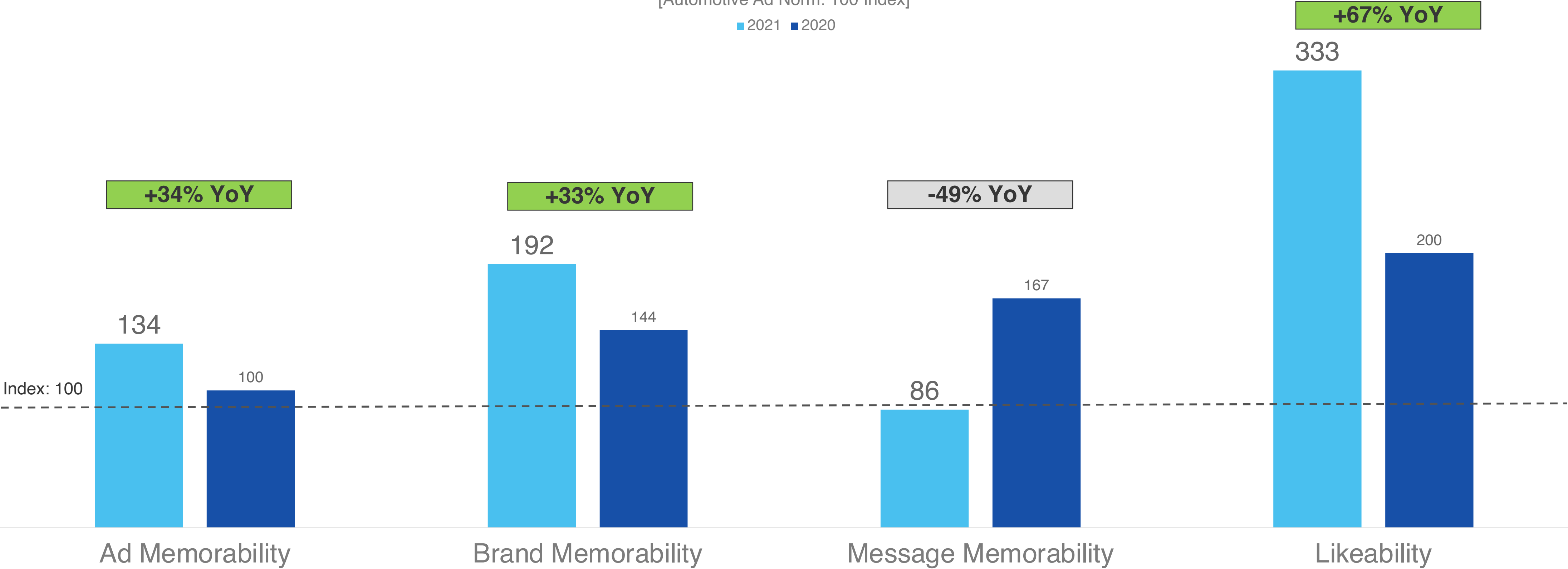


# Brand Lift – Adjacent Ads and Standard Airings [A18-49]

Chevrolet over-indexed in three of the major metrics among A18-49 audiences, with the strongest performance in Likeability, with users 233% more likely to show an increase in brand opinion – a +67% increase vs. the previous year

Chevrolet Performance A18-49 Audience  
vs. Automotive Category Ad Norm  
[Automotive Ad Norm: 100 Index]

2021 2020



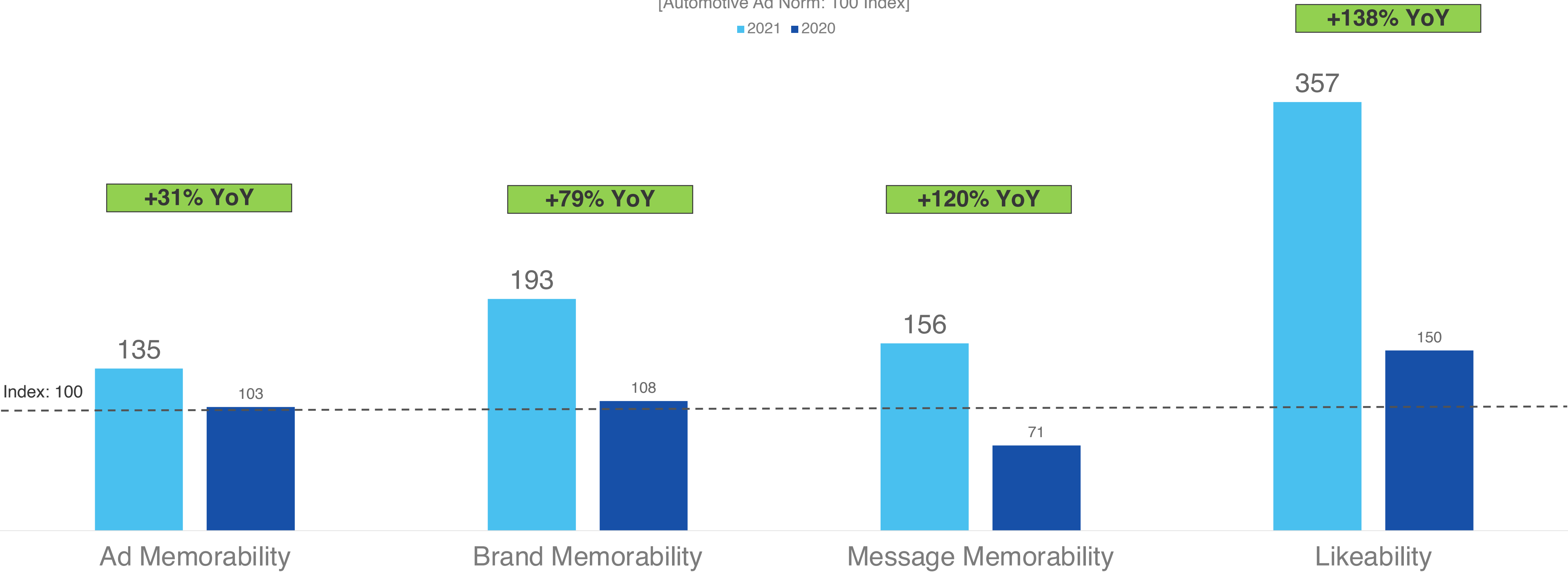


# Brand Lift – Adjacent Ads and Standard Airings [A25-54]

Chevrolet over-indexed across all major metrics among A25-54 audiences with strongest index in Likeability, with users 257% more likely to report an increase in brand opinion – a +138% YoY increase

Chevrolet Performance A25-54 Audience  
vs. Automotive Category Ad Norm  
[Automotive Ad Norm: 100 Index]

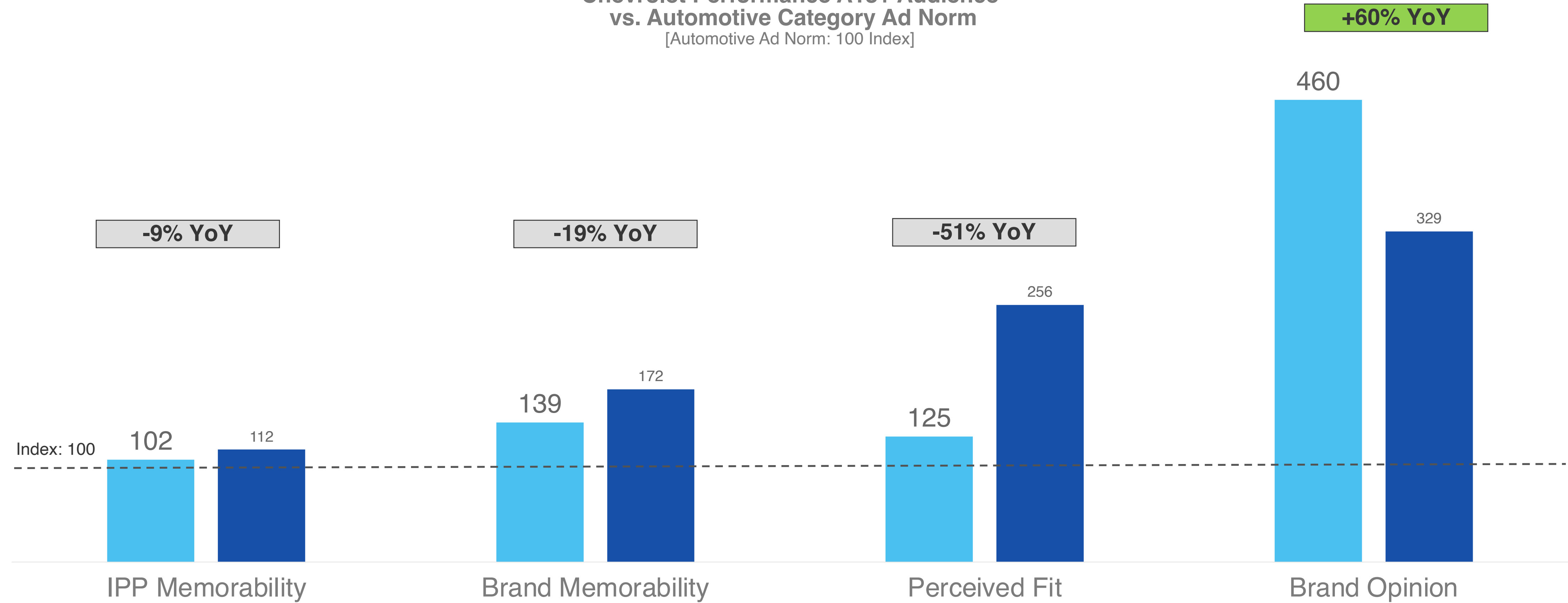
2021 2020

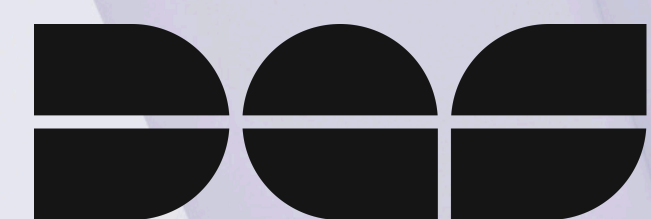


# Brand Lift – In Program Placements (IPP) [A18+]

Among A18+ audiences, Chevrolet saw incredible lift in Brand Opinion following airing with viewers 360% more likely to see a positive increase in Opinion, followed by lifts in Memorability (38% more likely) and Perceived Fit (25% more likely)

**Chevrolet Performance A18+ Audience  
vs. Automotive Category Ad Norm**  
[Automotive Ad Norm: 100 Index]





**Disney Ad Sales**