2023 CMA Awards X Chevrolet
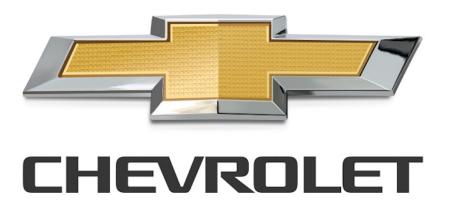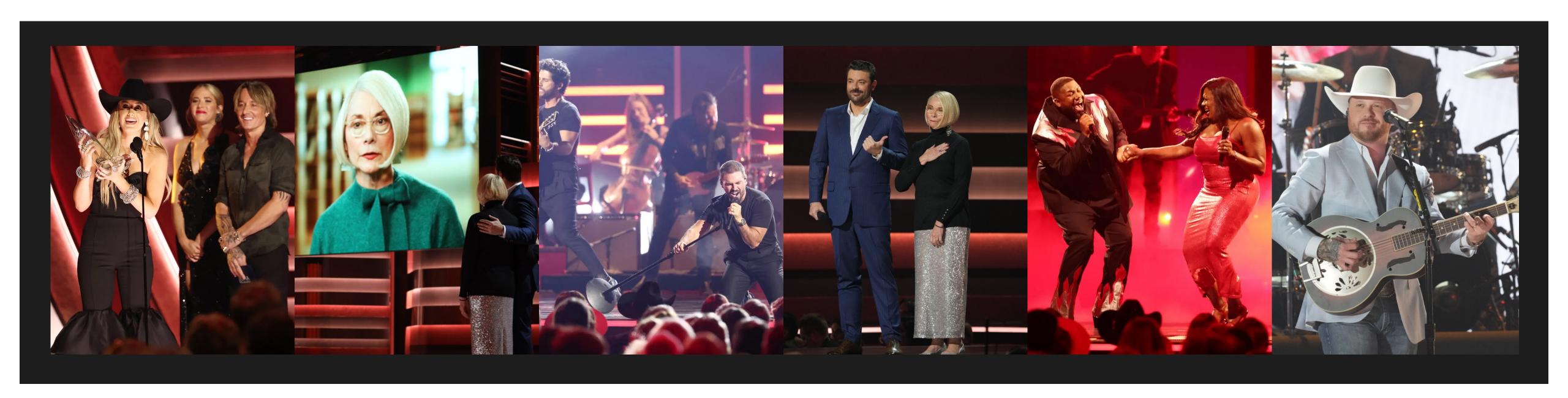
Sponsorship Effectiveness | Partnership Value
Brand Lift | Search Engagement

Methodology

Latitude recruited people who naturally watched campaign content to answer a series of questions and engage with content in *Lumiere* to assess brand impact and determine campaign ROI.

Watch & Engage

- People were screened that naturally watched and engaged with qualifying content.

Brand Impact

- People answered core brand impact questions.

- A group of non-viewers answered a parallel battery of KPIs.

Creative Reactions

- People watched content in *Lumiere*, leaving feedback on moments that caught their eye.

- People were asked opinion, impact, and diagnostic questions about the content.
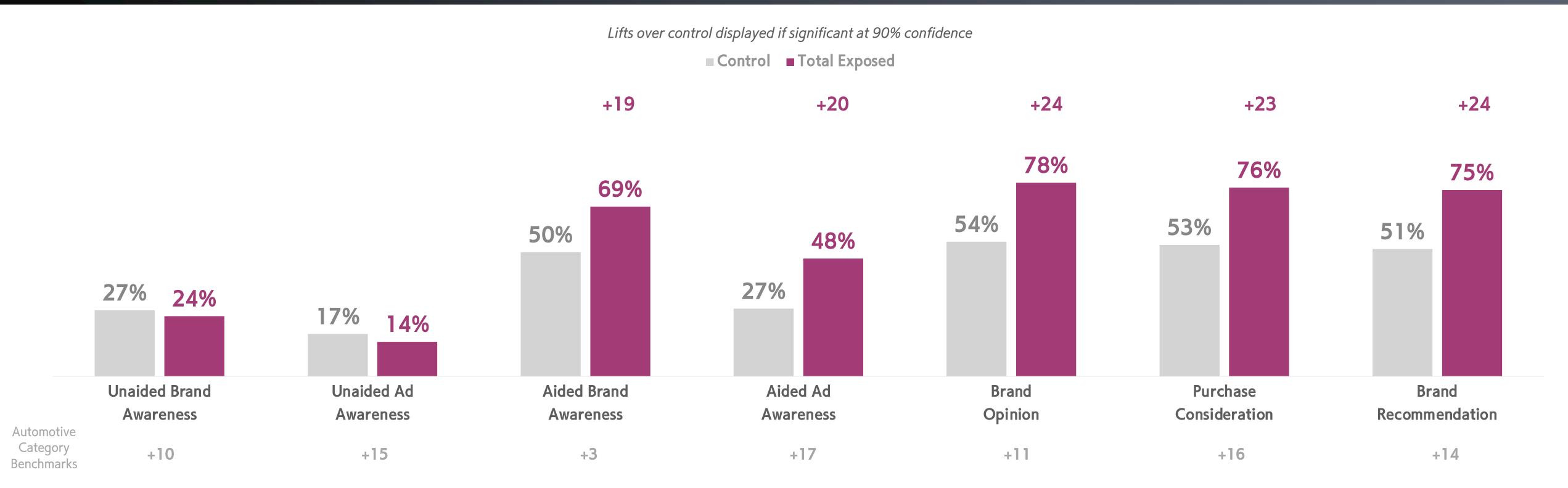
Partnership Halo

- People answered questions about partnership halo and overall impact on brand impressions.

Advertising

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Key Performance Indicators – Chevrolet Trax

Exposure to the Chevy Trax integration drove strong 20+pt lifts throughout the funnel, especially in Brand Opinion, Purchase Intent, and Brand Recommendation.

Lifts over control displayed if significant at 90% confidence

■ Control ■ Total Exposed

	Unaided Brand Awareness	Unaided Ad Awareness	Aided Brand Awareness	Aided Ad Awareness	Brand Opinion	Purchase Consideration	Brand Recommendation
Lift			+19	+20	+24	+23	+24
Total Exposed	24%	14%	69%	48%	78%	76%	75%
Control	27%	17%	50%	27%	54%	53%	51%

Automotive Category Benchmarks

| +10 | +15 | +3 | +17 | +11 | +16 | +14 |

Advertising

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Brand Attributes – Chevrolet Trax
Campaign exposure significantly lifted most positive brand attributes, with the highest lifts in perceptions of Chevrolet Trax as **technologically advanced**, an SUV with an **impressive interior**, and as a brand viewers **associate with country music.**
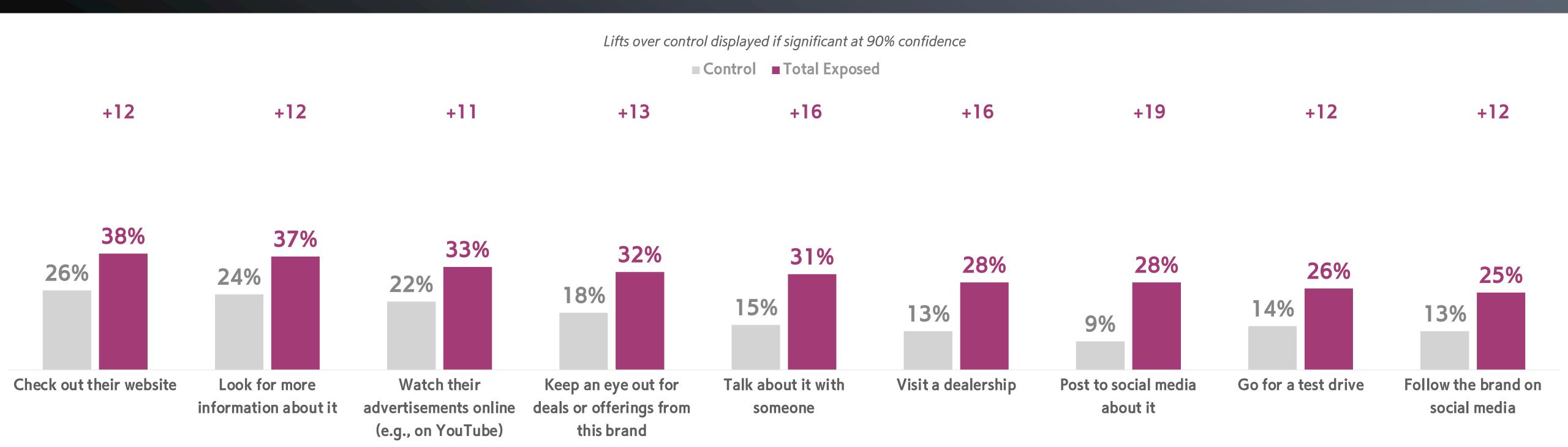
Lifts over control displayed if significant at 90% confidence

■ Control ■ **Total Exposed**

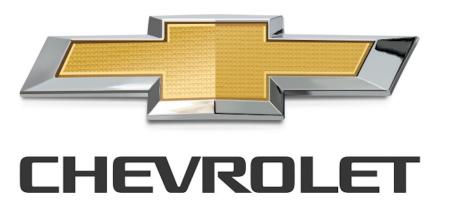|	Is comfortable	Is safe	Is a brand I trust	Technologically advanced	Has an impressive interior	Is a brand I associate with country music	Fits my lifestyle	The sweet spot between affordability and features	Is supportive of teachers
Lift	+13	+10	+9	+16	+16	+16	+12		+14
Control	34%	37%	36%	26%	22%	21%	24%	25%	14%
Total Exposed	47%	47%	45%	41%	37%	37%	36%	30%	28%

Advertising

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Brand Behaviors – Chevrolet Trax

Campaign content led to significant lifts across **all brand behaviors,** with the largest jump in **posting to social media.**

Lifts over control displayed if significant at 90% confidence

■ Control ■ Total Exposed

	+12	+12	+11	+13	+16	+16	+19	+12	+12
Control	26%	24%	22%	18%	15%	13%	9%	14%	13%
Total Exposed	38%	37%	33%	32%	31%	28%	28%	26%	25%
	Check out their website	Look for more information about it	Watch their advertisements online (e.g., on YouTube)	Keep an eye out for deals or offerings from this brand	Talk about it with someone	Visit a dealership	Post to social media about it	Go for a test drive	Follow the brand on social media

Advertising

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Partnership Environment Value

More than 9 in 10 viewers agreed that Chevrolet was a **good fit** with the CMA Awards and that the award show is a **good or great partner** to promote the brand. Just as many indicated a **favorable opinion** of the partnership.

95%
FEEL THAT CHEVROLET IS A **GOOD / VERY GOOD FIT** WITH THE CMA AWARDS

93%
WOULD RATE THE CMA AWARDS AS A **GOOD OR GREAT PARTNER** TO PROMOTE CHEVROLET

52%
WERE **AWARE** OF THE PARTNERSHIP BETWEEN CHEVROLET AND THE CMAs

"I loved that an American car company hooked up with country music."
- Male, 51

93%
HAVE A **FAVORABLE OPINION** OF THE PARTNERSHIP

"The partnership highlights Chevrolet as a caring company that will contribute to music education."
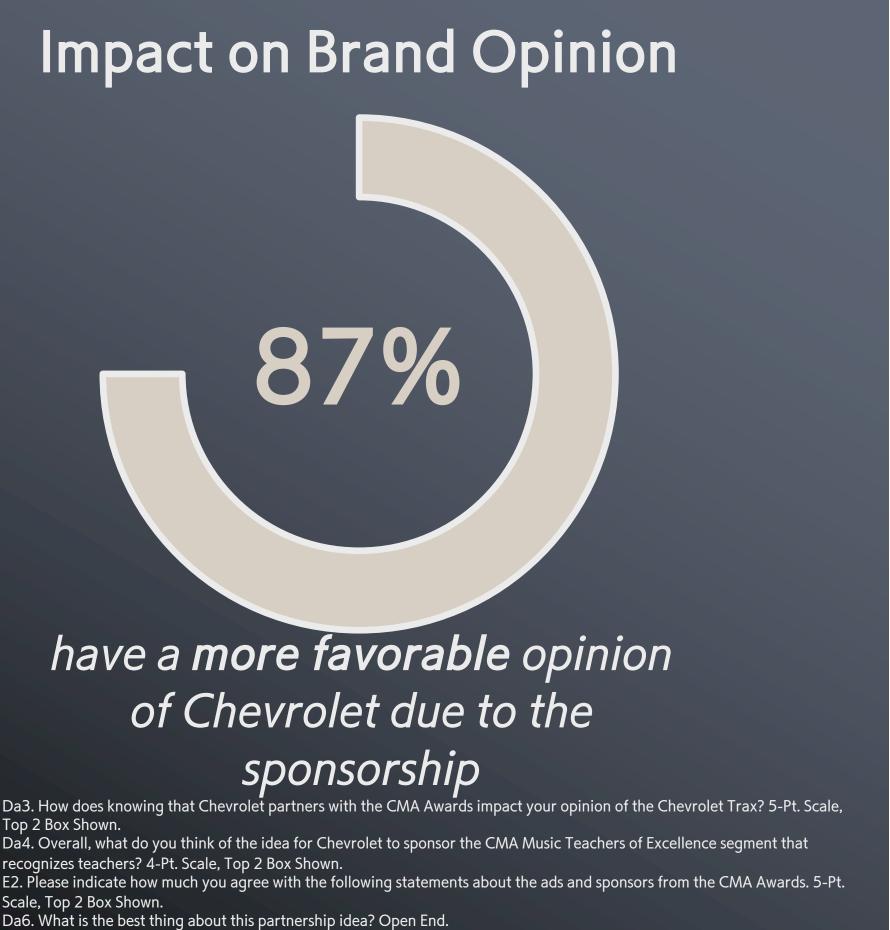- Female, 46

Advertising

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Partnership Impact on Brand Opinion

Nearly all viewers thought that the Chevrolet sponsorship of the CMA Music Teachers of Excellence content **was a good idea**. Roughly 9 in 10 appreciated when brands sponsor content that **highlights teacher appreciation** or go above and beyond standard advertising to **support people in need**.

Impact on Brand Opinion

87%

*have a **more favorable** opinion of Chevrolet due to the sponsorship*

Think the Chevrolet sponsorship of the CMA Music Teachers of Excellence segment is a good idea — **94%**

Appreciate when brands sponsor content that highlights themes related to teacher appreciation — **91%**

Appreciate when brands go above and beyond standard advertising and use sponsorships to support people in need — **88%**

"Instead of just boosting Chevrolet, they're actually helping people."
- Female, 28

"I think the best thing is the heartwarming feeling."
- Male, 18

Da3. How does knowing that Chevrolet partners with the CMA Awards impact your opinion of the Chevrolet Trax? 5-Pt. Scale, Top 2 Box Shown.
Da4. Overall, what do you think of the idea for Chevrolet to sponsor the CMA Music Teachers of Excellence segment that recognizes teachers? 4-Pt. Scale, Top 2 Box Shown.
E2. Please indicate how much you agree with the following statements about the ads and sponsors from the CMA Awards. 5-Pt. Scale, Top 2 Box Shown.
Da6. What is the best thing about this partnership idea? Open End.
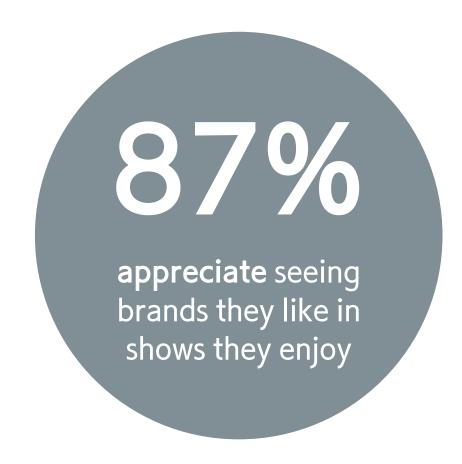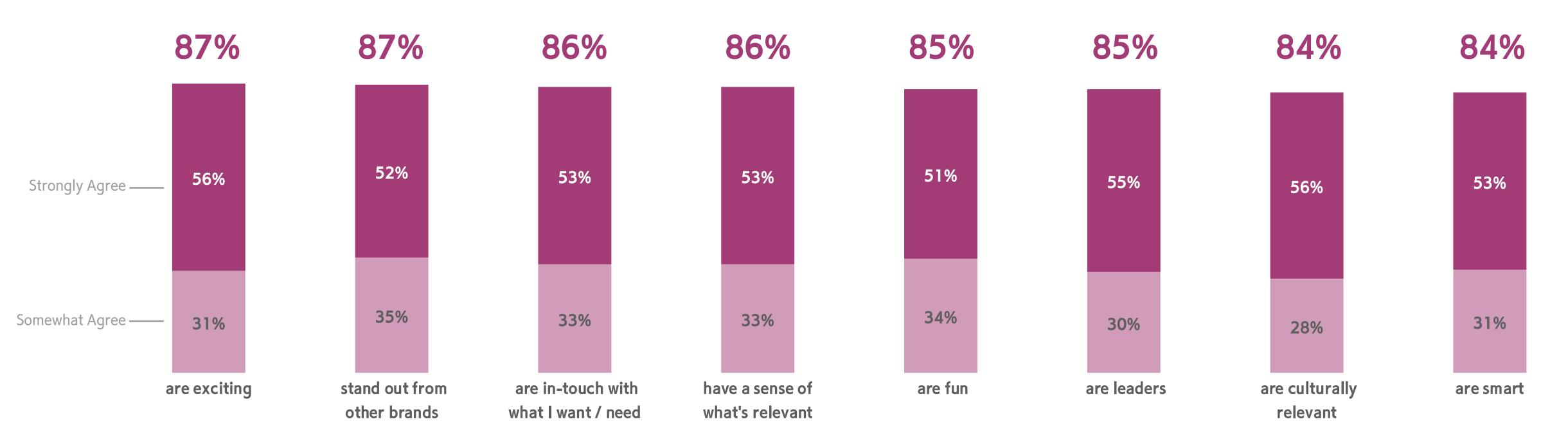(n=300)

CHEVROLET

Value of Integrations

Viewers agreed that a partnership with the CMA Awards was **a great way** for a brand to **grab their attention.** The integration left viewers feeling **appreciative** of the brand and **inspired** by Chevy's generosity.

88%

agree that partnering with the CMA Awards is a great way for a brand **to grab attention**

87%

appreciate seeing brands they like in shows they enjoy

*"I like how it's put in front of you, but in a way that's **not so in your face.** Like a commercial focuses on the product, this partnership is much more subtle."*
- Female, 28

*"In-show placements can feel **more natural and less intrusive** than traditional commercials, as **the brand becomes a part of the show's storyline."***
- Male, 52

*"The ability to have the lead-up to the ad be **more personalized and attention-grabbing.** It's a much less jarring experience than going from commercial to commercial."*
- Male, 26

CHEVROLET

Sponsorship Value

Nearly 9 in 10 viewers believed that brands that partner with the CMA Awards are **exciting** and **stand out from other brands**. Nearly as many also perceived brands to be **in-touch with consumers**.
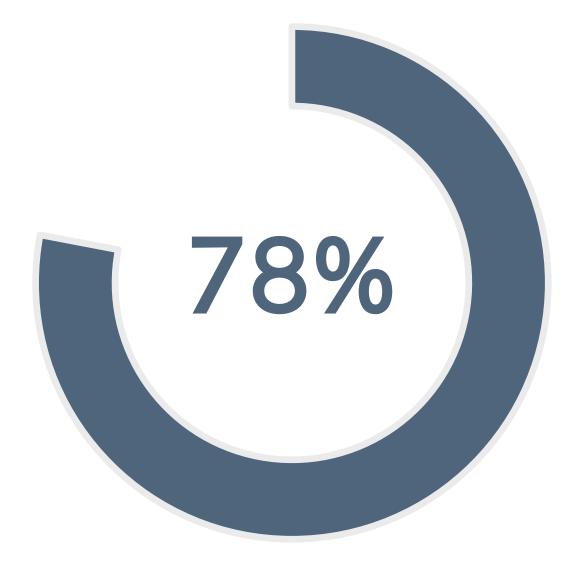
Brands that partner with the CMA Awards...

	87%	87%	86%	86%	85%	85%	84%	84%
Strongly Agree	56%	52%	53%	53%	51%	55%	56%	53%
Somewhat Agree	31%	35%	33%	33%	34%	30%	28%	31%
	are exciting	stand out from other brands	are in-touch with what I want / need	have a sense of what's relevant	are fun	are leaders	are culturally relevant	are smart

Advertising

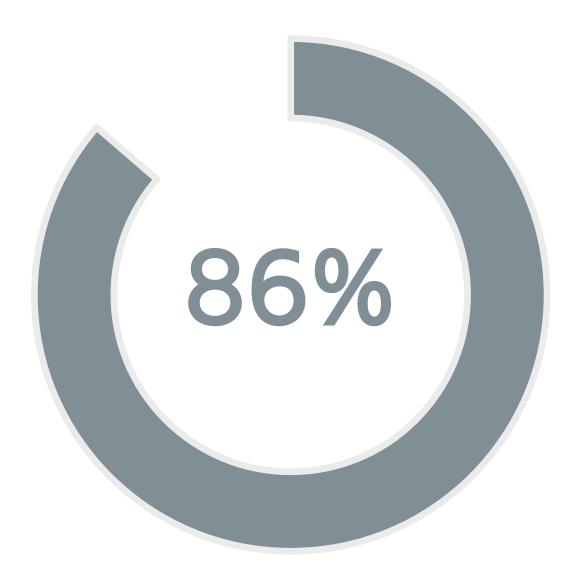CHEVROLET

Value of Integrations on Disney Platforms

Brands that advertise on ABC or award shows like the CMAs are perceived as more **trustworthy**. Viewers also agreed that in-show integrations **provide a unique opportunity** for brands to strengthen partnerships with special events.

82%

are more likely to **trust brands** that advertise on award shows like the CMAs

78%

are more likely to **trust brands** that advertise on ABC

86%

agree that in-show integrations **provide unique opportunities** for brands to enhance their partnership with special events like the CMAs

Advertising

CHEVROLET

Value of Integrations

Viewers agreed that brands that sponsor in-show integrations in special events are **innovative** and **more relevant** than brands that partner with other shows or sponsor traditional advertising.

■ Second Box   ■ Top Box

Brands that sponsor in-show integrations are innovative

85% T2B Score

Brands that partner with special events like award shows are more relevant to me than brands that partner with other shows

84% T2B Score

Brands that sponsor in-show integrations are more relevant to me than brands that sponsor traditional advertising

83% T2B Score

Brands that sponsor in-show integrations are more credible than brands that sponsor traditional advertising
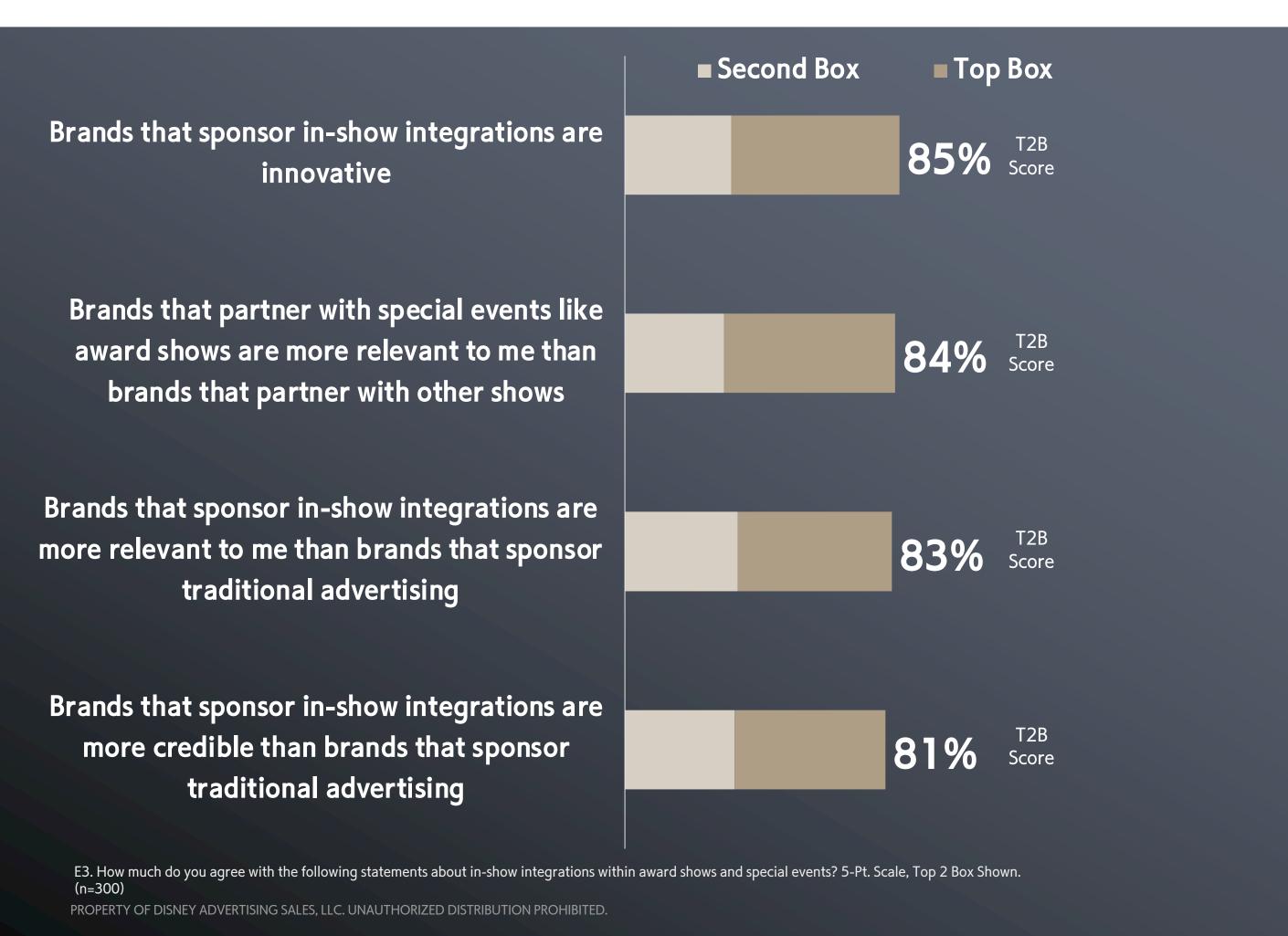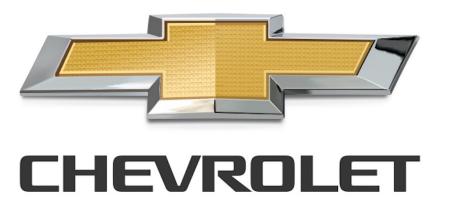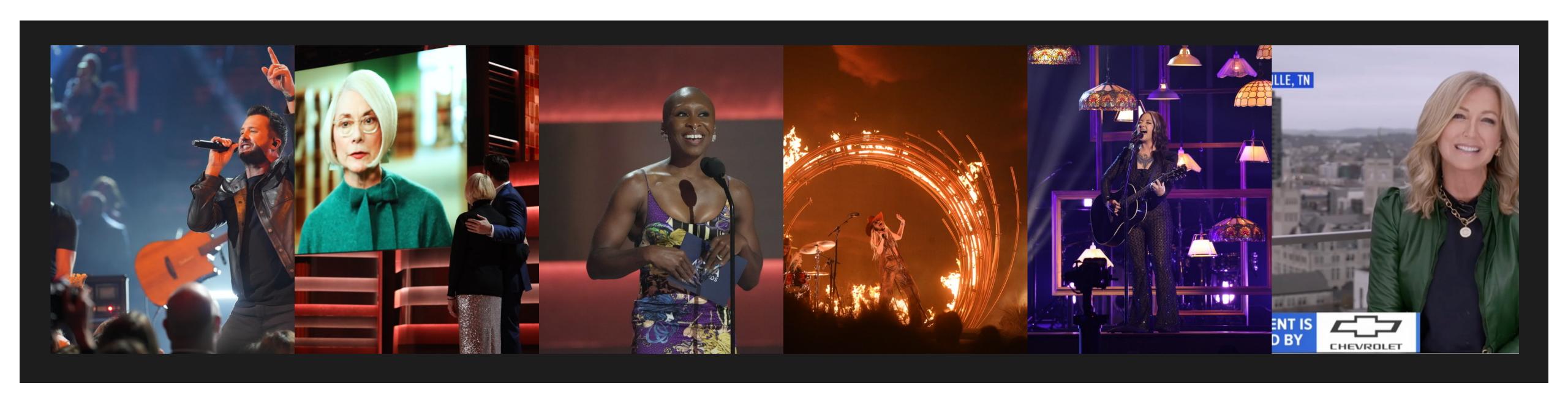
81% T2B Score

E3. How much do you agree with the following statements about in-show integrations within award shows and special events? 5-Pt. Scale, Top 2 Box Shown. (n=300)
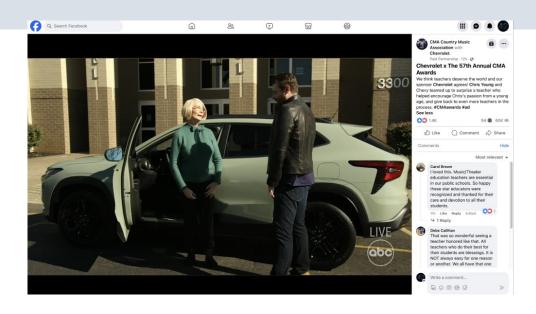
Content Tested

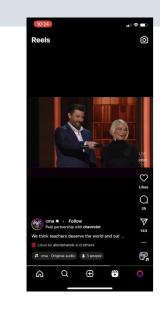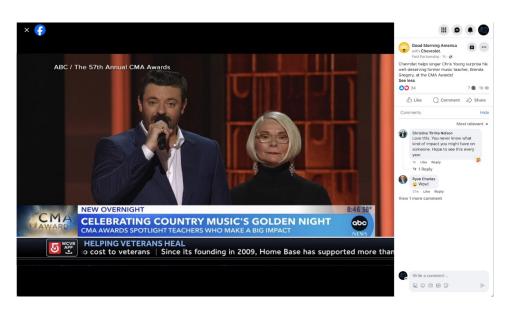| Teacher Appreciation In-Show Integration	Integration Facebook Post	Integration Instagram Post	Integration TikTok Post

"Sponsored by Chevrolet" Billboard	GMA Recap	GMA Recap Facebook Post	GMA Recap Instagram Post

In-The-Moment Reactions

8.2 average enjoyment rating

The Chevrolet integration and *Good Morning America* recap was well received by viewers. Each clip garnered high scores for overall **opinion** and **impact on brand interest**, with the highest scores for the linear integration.
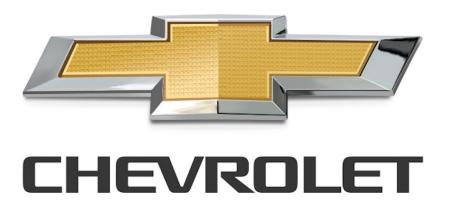
	Integration			Billboard		GMA Recap		
	Linear	**Facebook**	**Instagram**	**TikTok**		**Linear**	**Facebook**	**Instagram**
ENJOYMENT RATING	8.4	8.3	8.4	8.0	8.9	7.9	7.4	8.4
ELEMENT OPINION	86%	81%	80%	82%	82%	81%	84%	83%
IMPACT ON INTEREST	79%	77%	77%	77%	78%	76%	77%	74%

"I like that Chevy is saluting the teachers."

After AI Follow Up:
"It's nice to hear about an American car company supporting our educators. It's great for the brand, makes people notice."
- Female, 49

"I like how he opened with something that will grab everyone's attention, 'special person in our lives...'"
- Female, 23

"They gave away a car. That was nice."

After AI Follow Up:
"It is like a bonus. Chevy is giving away new cars to music teachers. I like that the focus shifted to the music teacher and not just on the singers."
- Male, 47

"Chevrolet doing this shows me they care and pay attention to what's happening within communities."
- Male, 31

"It's amazing that Chevy is matching the grants to the classrooms for all the Teachers of Excellence 2023 winners. Amazing."

After AI Follow Up:
"It's amazing because the winners deserve it and so do the students, now and in the next year. The students will benefit from the donations with the teachers being able to provide things they couldn't before due to not enough funds. And the teachers benefit by not using their own money."
- Female, 49

"What a joyful moment. I loved it so much."
- Male, 32

● Positive ● Neutral ● Negative

Highest value across elements in bold.
Ca3. What is your opinion of each piece of content we just showed you? 5-Pt. Scale, Top 2 Box Shown.
Ca4. How does each piece of content affect your interest in the Chevrolet Trax? 5-Pt. Scale, Top 2 Box Shown.
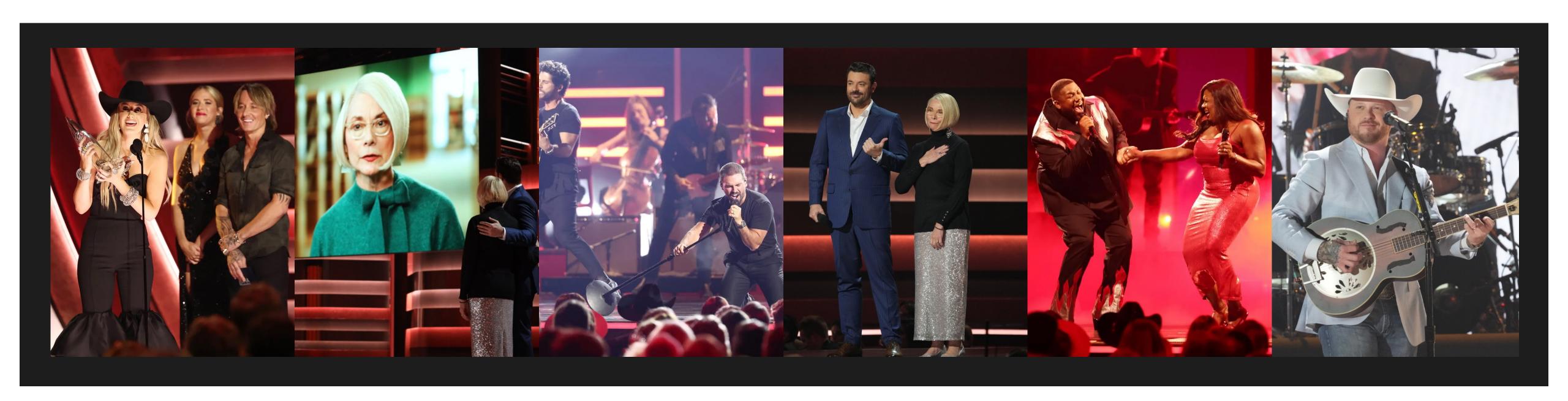(n=300)

Lumiere Activity Link: https://lumiere.is/v/vZFSBGdE4s2x
Lumiere Dashboard Link: https://lumiere.is/app/xbZRhdZcp4Cb/vZFSBGdE4s2x/insights
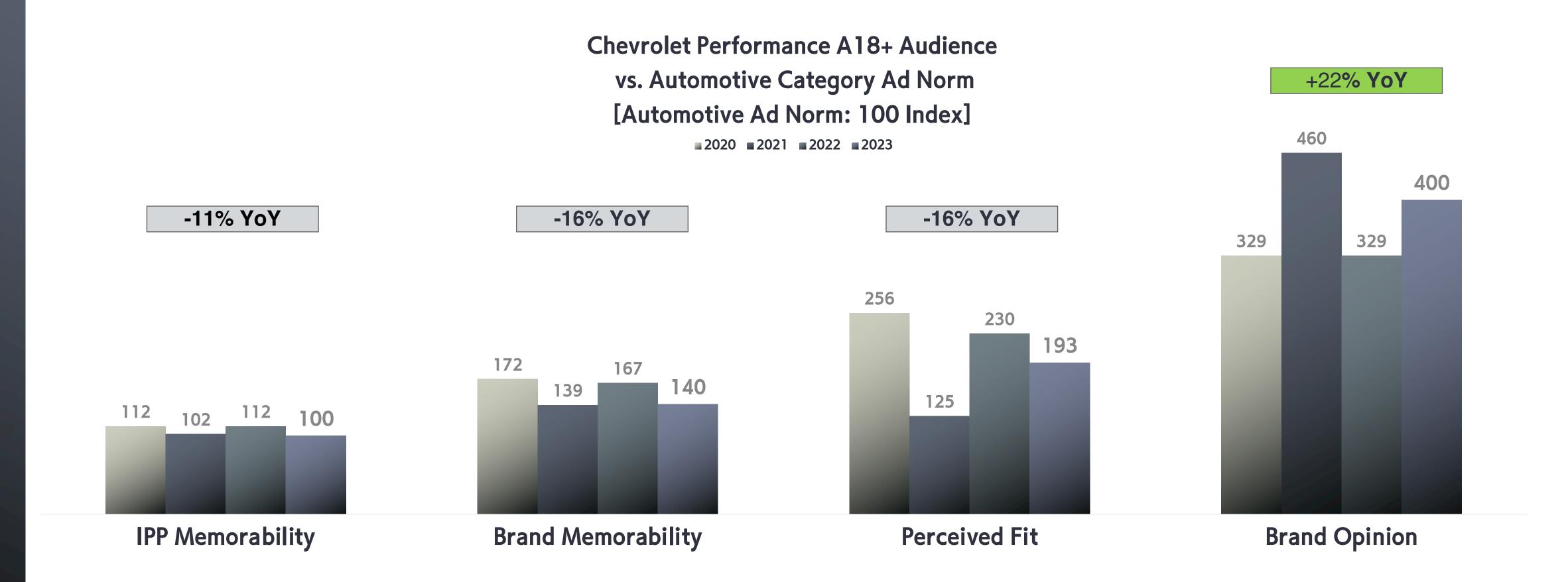Comments Volume = 893n

CHEVROLET
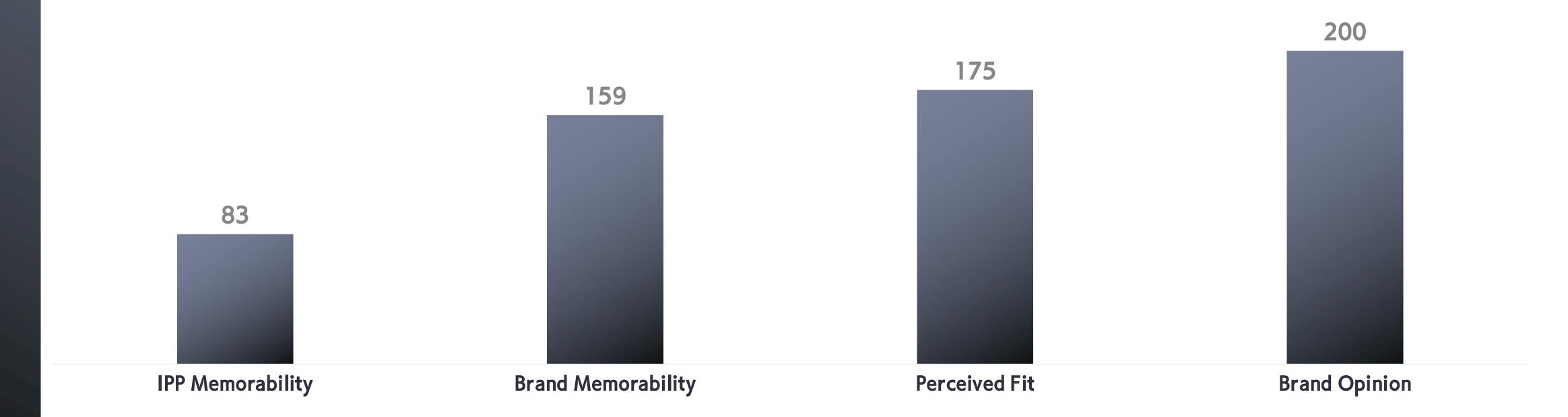
Among viewers **A18-49 of the integrations,** Chevrolet over-indexed in three of the major brand lift metrics during the awards ceremony – with the strongest response in Brand Opinion, with viewers 2x more likely to increase their opinion in a positive direction following the integration

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

IPP Memorability	Brand Memorability	Perceived Fit	Brand Opinion
83	159	175	200
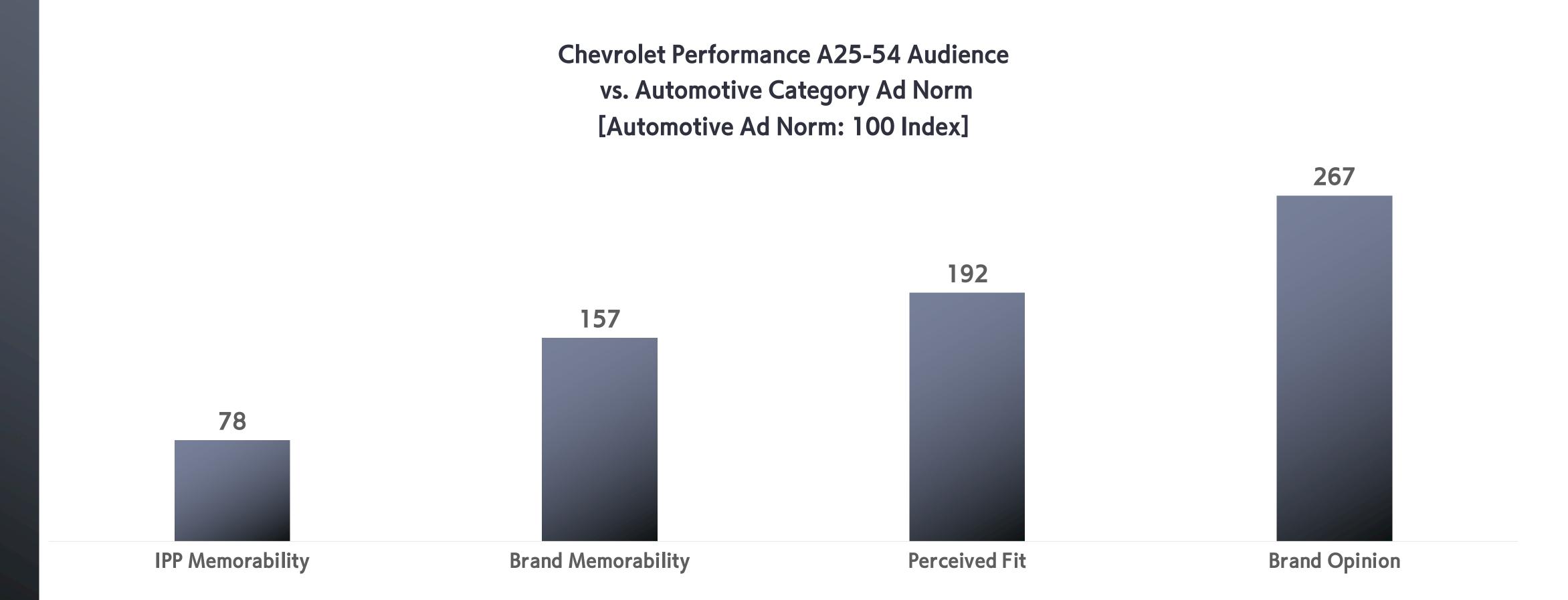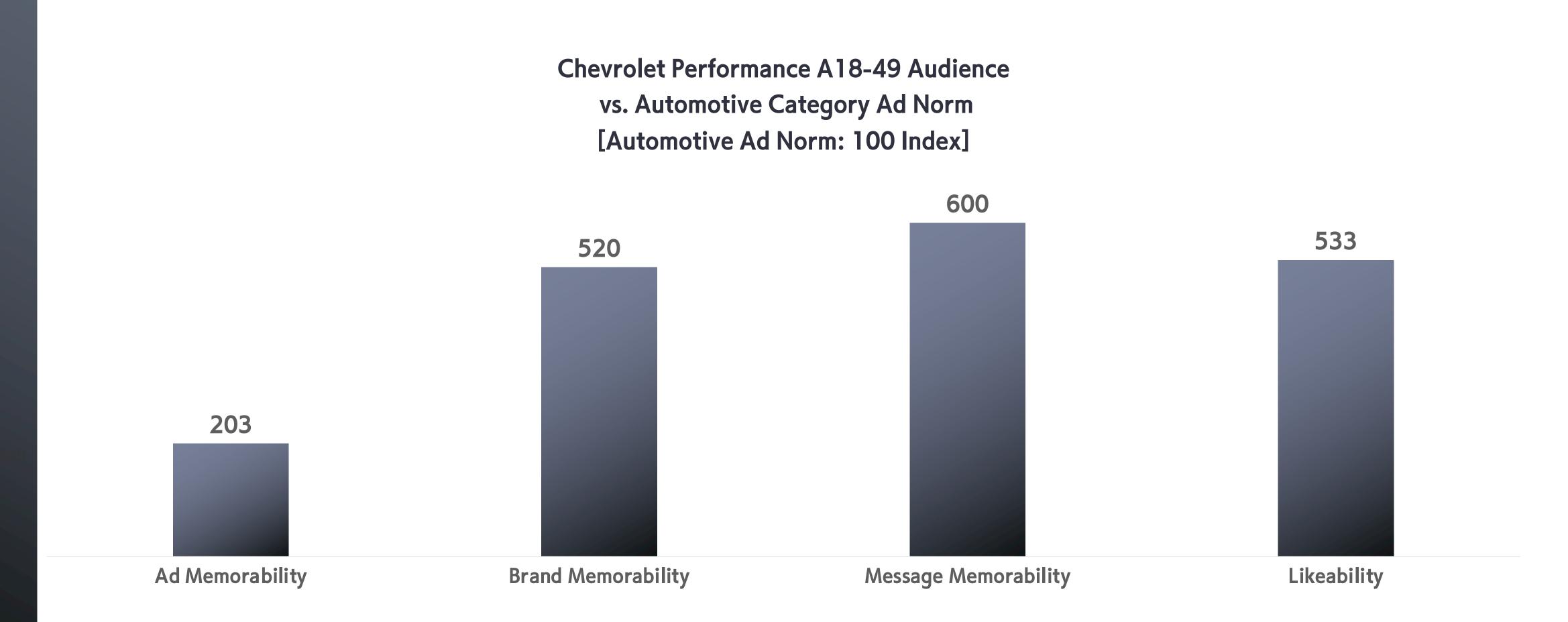
Audiences **A25-54 of integrations**, responded incredibly well during the 2023 CMA Awards with viewers 2.7x more likely to respond favorably to the Brand in Opinion along with viewers 92% more likely to see it as a strong Fit among brand and program

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

IPP Memorability	Brand Memorability	Perceived Fit	Brand Opinion
78	157	192	267

Among viewers **A18-49 of standard ads**, audiences responded incredibly well with every metric over-indexing. Message Memorability saw the strongest response with viewers 6x more likely to recall the ad message 24 hours following the award show airing.

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

Ad Memorability	Brand Memorability	Message Memorability	Likeability
203	520	600	533
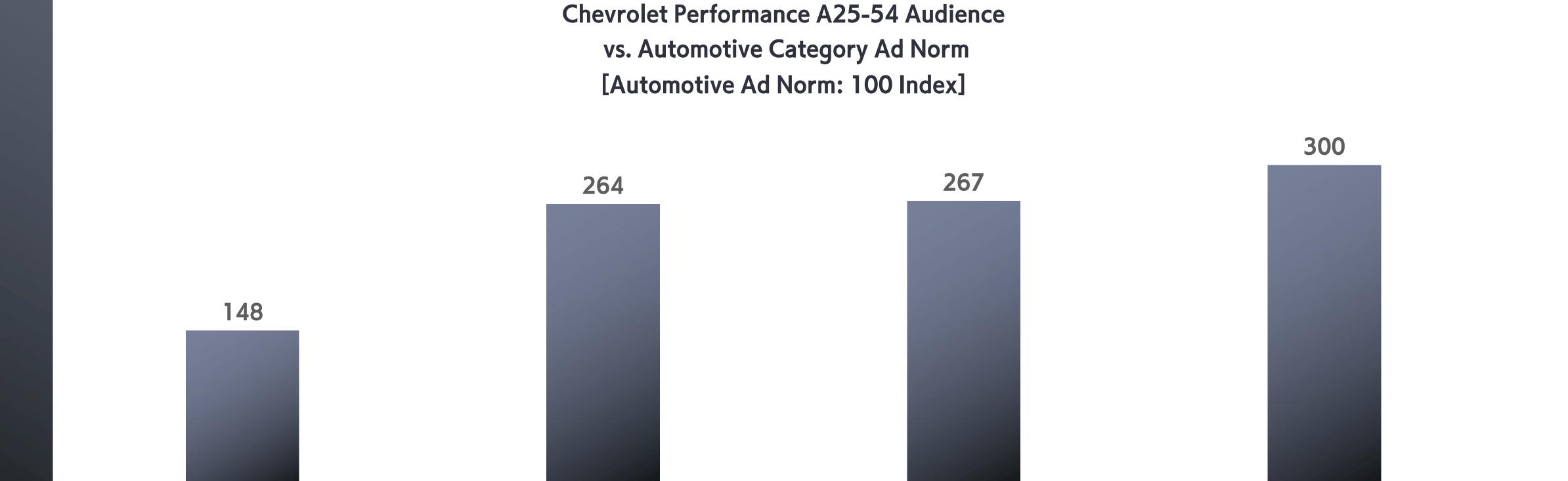
Audiences **A25-54 of standard ads** responded strongly during the CMA Awards with the strongest index in Likeability. Viewers were 3x more likely to respond positively toward the brand following the airings.
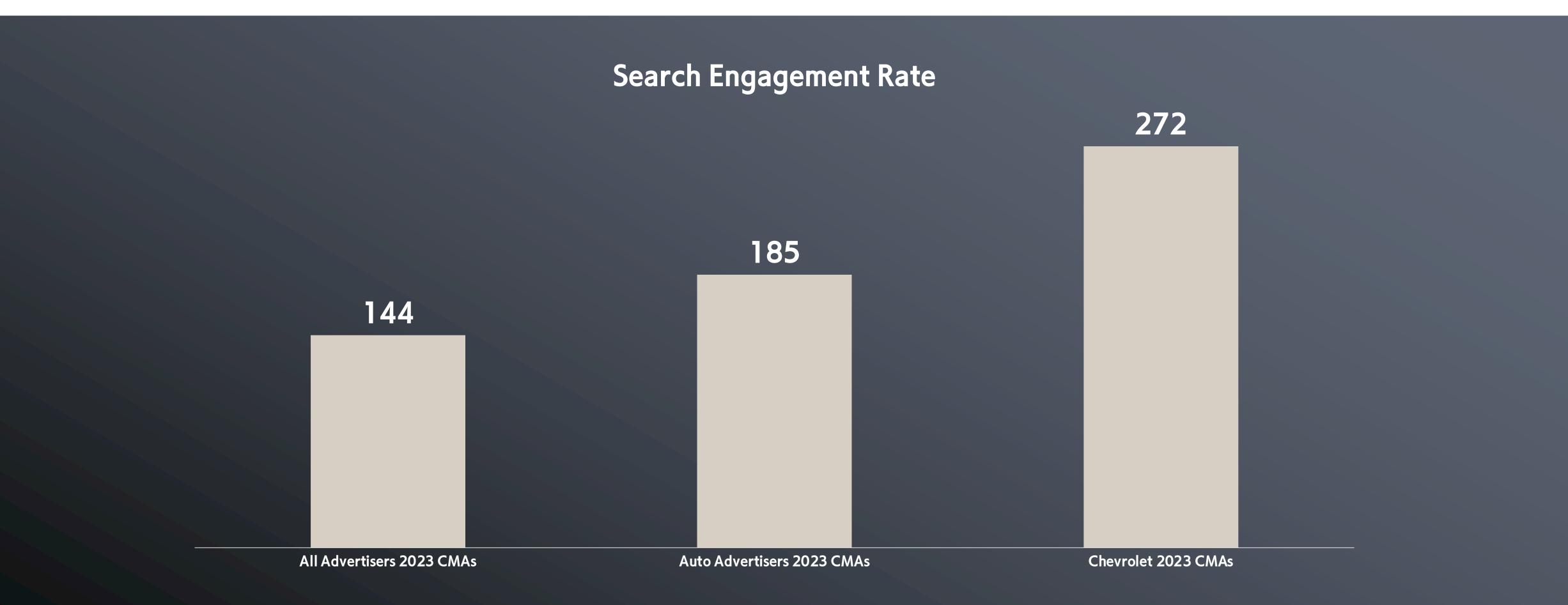
Chevrolet Performance A25-54 Audience vs. Automotive Category Ad Norm
[Automotive Ad Norm: 100 Index]

Ad Memorability	Brand Memorability	Message Memorability	Likeability
148	264	267	300

Key Findings

Sponsorship Effectiveness

- The integration resulted in significant lifts in aided awareness, brand opinion, purchase consideration, and brand recommendation. Campaign exposure significantly lifted most positive brand attributes and drove significant lifts across all brand behaviors.

Partnership Value
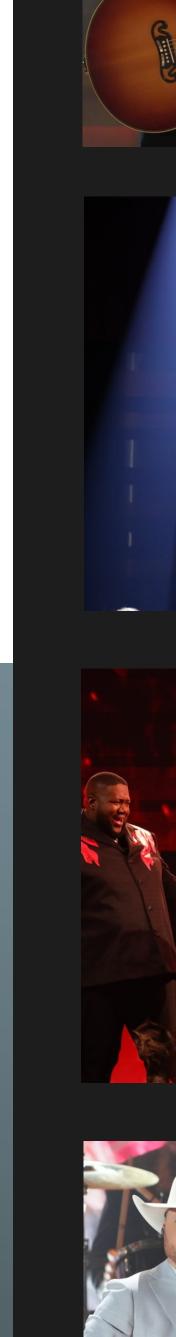
- Nearly all viewers agreed that Chevrolet was a good fit with the CMA Awards, appreciated when brands sponsor content that highlights teacher appreciation or go above and beyond standard advertising to support people in need. Viewers believed that brands that partner with the CMA Awards are exciting and stand out from other brands.

Content Reactions

- Chevrolet's content achieved an average enjoyment rating of 8.2 across the content tested indicating the audience was pleased with the sponsor.

- Specifically, respondents praised Chevy for supporting teachers saying that it shows the brand cares about what is happening in the world.

Appendix
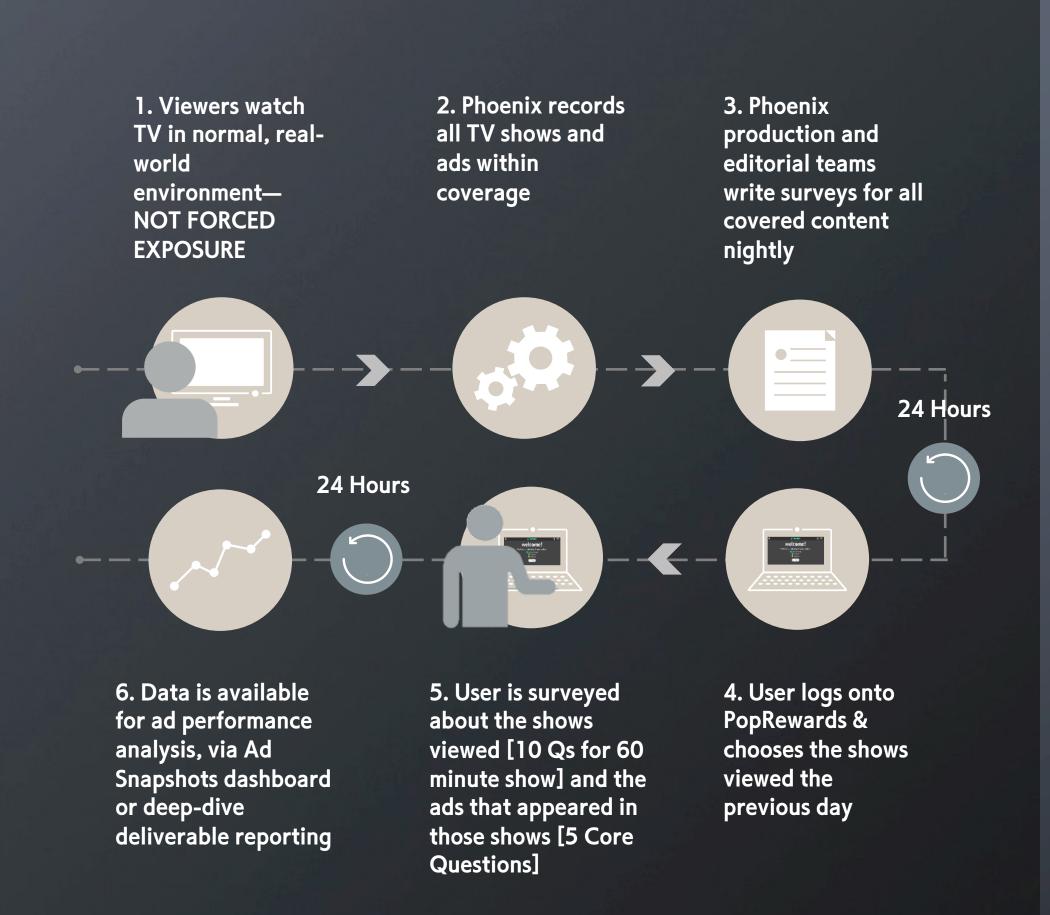
MarketCast Methodology

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

1. Viewers watch TV in normal, real-world environment— NOT FORCED EXPOSURE

2. Phoenix records all TV shows and ads within coverage

3. Phoenix production and editorial teams write surveys for all covered content nightly

24 Hours

24 Hours

6. Data is available for ad performance analysis, via Ad Snapshots dashboard or deep-dive deliverable reporting

5. User is surveyed about the shows viewed [10 Qs for 60 minute show] and the ads that appeared in those shows [5 Core Questions]

4. User logs onto PopRewards & chooses the shows viewed the previous day

Advertising

Sample Detail

	Control	Total Exposed
n=	303	300
Age Group		
18-34	50%	49%
35-54	50%	51%
Gender		
Male	50%	51%
Female	50%	48%
Ethnicity		
White + Non-Hispanic	59%	62%
Hispanic	14%	17%
Black/African-American	17%	14%
Other Ethnicity	10%	8%

Perception Shifts

Exposure to the branded integration left viewers feeling like the Chevrolet Trax is not only **appealing**, but also made by a company that **genuinely cares about helping people**.

Before seeing this, I had thought of Chevrolet Trax this way...	*Now, I think of the Chevrolet Trax as more...*
"I had just thought of it as the next new model by Chevrolet."	"It is a symbol of good and what comes out of doing good." – Female, 53
"Just another SUV on the market."	"An SUV that is made from a brand that helps people." – Male, 49
"Like most cars."	"Very handsome. There are many functions [that are] very useful." – Female, 26
"It was a bit of a boring car."	"More of a versatile, stylish vehicle." – Male, 41
"As another American-made SUV in a highly saturated market."	"Something to be proud of driving and more meaningful." – Male, 26
"I thought it was a cool brand."	"A better brand – one that I would really like to support." – Female, 27
"I've always loved Chevrolet."	"I want to test drive it now." – Female, 29
"Just another SUV."	"A down-home car that would be great for any country fan to have." – Male, 51

CHEVROLET

Campaign Element Roles

Viewers felt that the campaign content was enjoyable, attention-grabbing, and made them appreciate Chevrolet for providing interesting content.

	Integration	Billboard	Good Morning America
Is enjoyable to watch, see, or interact with	36%	30%	33%
Grabs my attention	34%	32%	33%
Makes me appreciate Chevrolet for giving me interesting content	29%	30%	30%
Is a nice complement to the surrounding content	30%	24%	26%
Makes me want to look up more information about Chevrolet	27%	29%	27%
Makes me notice Chevrolet in other places	27%	29%	27%
Is something I want to share with friends or family	26%	23%	26%
Is just the right length – doesn't feel too long or too short	26%	27%	25%
Is unique	27%	23%	23%

"I liked it when the teacher was presented with the vehicle from Chevrolet. This showed that her hard work and all of her efforts for her students paid off for their future in music."
- Female, 53

"My favorite moment of the clip was the teacher's complete surprise regarding the vehicle gift she was given. It was such a poignant video that showcases the impact that educators have on their community, and one in which often goes unrecognized."
- Male, 50

Ca5. Which of the following describes the role or function of each piece of content we just showed you? Check All.
Lumiere Prompted Question: Thinking about the clip you just watched, what was your favorite moment of the clip? Why do you say that? Open End.
(n=300)
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Advertising

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