

Chevrolet x CMA Partnership Recap

March 2023



KEY TAKEAWAYS






Chevrolet's recent partnership with ABC Network and the Good Morning America took place from 11/9/22 - 11/10/22 and was supported on on Twitter, Instagram, TikTok and Facebook. This partnership drove increased exposure around Chevrolet's brand and generated several upticks in social performance:

- During the partnership, Chevrolet saw a **+1,364% more New Followers** during the days when partnership content went live compared to its daily average number of New Followers in '22.
 - Growth can be attributed to TikTok, which saw a **+3,874% increase in New Followers** on days partnership content went live. Instagram saw a **+18%** uptick in **New Followers** and Twitter saw a **+14% growth**.
- Cross-platform **Engagements** saw a **+1,164% average increase** on the days partnership content was posted.
 - Growth can be attributed to TikTok, which was up **+5,943%**. Facebook Engagements were also up **+67%**.
- On the days partnership content went live, Chevrolet's **Social Talkability increased by +161%** when compared to Chevrolet's daily average in '22.

PARTNERSHIP PERFORMANCE

Author	Platform	Number of Posts	Engagements	Shares	Video Views	Impressions
ABC Network	Facebook	1	712	65	274,337	2,660,519
	Instagram	1	217	0	16,054	16,054
	TikTok	1	115	31	2,260	N/A
	Twitter	1	309	28	3,065	13,696
ABC Network Total		4	1,353	124	295,716	2,690,269
Good Morning America	Facebook	1	556	20	329,438	2,160,568
	TikTok	1	170	24	3,865	N/A
	Twitter	1	363	24	3,683	13,669
Good Morning America		3	1,089	68	336,986	2,174,237
Total		7	2,442	192	632,702	4,864,506

TOP PARTNERSHIP POSTS

<div>1</div> <div>ABCNetwork</div> <div>Wed Nov. 09, 2022 07:14 PM PST</div> <div></div> <div>Video Original Post</div> <div>Country music and Chevrolet have a long history, and you can now be a p...</div> <div>Engagements 712</div> <div>Response Rate 0.02%</div> <div>Reactions 634</div> <div>Comments 13</div> <div>Shares 65</div>	<div>2</div> <div>GoodMorningAmerica</div> <div>Thu Nov. 10, 2022 06:15 AM PST</div> <div></div> <div>Video Original Post</div> <div>Breland helped Chevrolet announce an exciting contest at the CMA Awards...</div> <div>Engagements 556</div> <div>Response Rate 0.01%</div> <div>Reactions 507</div> <div>Comments 29</div> <div>Shares 20</div>	<div>3</div> <div>@GMA</div> <div>Thu Nov. 10, 2022 06:10 AM PST</div> <div></div> <div>Video Original Post</div> <div>@Breland helped @Chevrolet announce an exciting contest at the...</div> <div>Engagements 363</div> <div>Response Rate 0.01%</div> <div>Reactions 292</div> <div>Comments 47</div> <div>Shares 24</div> <div>Public Impressions -</div>	<div>4</div> <div>@ABCNetwork</div> <div>Wed Nov. 09, 2022 07:19 PM PST</div> <div></div> <div>Video Original Post</div> <div>Country music and @Chevrolet have a long history, and you can now be a p...</div> <div>Engagements 309</div> <div>Response Rate 0.04%</div> <div>Reactions 239</div> <div>Comments 41</div> <div>Shares 28</div> <div>Public Impressions -</div>	<div>5</div> <div>@abcnetwork</div> <div>Wed Nov. 09, 2022 07:25 PM PST</div> <div></div> <div>Video Reel</div> <div>Country music and @Chevrolet have a long history, and you can now be a p...</div> <div>Engagements 217</div> <div>Response Rate 0.02%</div> <div>Reactions 207</div> <div>Comments 10</div> <div>Shares -</div>
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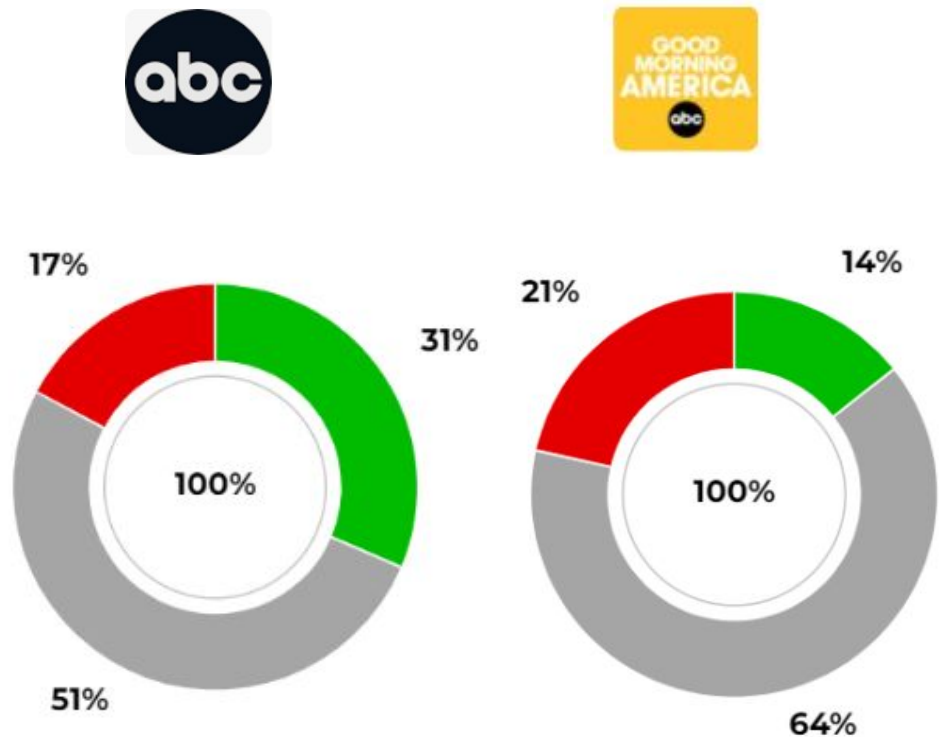
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SENTIMENT OVERVIEW

→ ABC's partnership posts skewed 31% positive, while GMA skewed 14% positive. When compared to 2022's average sentiment, ABC was -8% less positive, slightly less negative (-2%) and +5% more neutral.

→ When compared to 2022's average sentiment, GMA skewed 22% more neutral and -8% less negative. However, positive sentiment was down -15%



GMA cross platform sentiment is limited to Facebook and Twitter. ABC's sentiment reflects Facebook, Twitter and Instagram.

VERBATIMS

Positive sentiment came from viewers referring to Breland as great. Others took it upon themselves to comment on posts with their verses.

- @ABCNetwork @chevrolet @breland He is great
- @ABCNetwork @chevrolet @breland Heres my second verse: Windows down, radio up, smell that beach, bout to hit it up, rolling down, turning heads, looking fine, bikini is red. Summer fun that's my luck, Thanking God. I love my Truck! @ABCNetwork @chevrolet and @breland
- I'm excited

Negative mentions came from audience members stating their dislike towards the Chevy truck. Other negative remarks came from viewers commenting about not liking today's version of country music.

- @GMA @chevrolet @breland @CountryMusic Country music awards suck
- Country music is not Country music today.
- Chevys are like todays country music. They let us all down
- What is that ugly thing. Definitely wouldn't call it a truck.
- I'd rather sing a song about Ford trucks like Ford ranger
- @GMA @chevrolet @breland @CountryMusic He is not country! And Chevy is that desperate to market their trucks?
- SORRY THATS NOT COUNTRY.....FAR FAR FROM IT, ITS SAD. Get a teal country singer for the contest or all the real ones said NO.

