



2018 EV Advertising Spending

October 2019

Overview

This analysis compares the 2018 advertising expenditures in local markets in California and the Northeast for the best-selling electric vehicle (EV) model and the best-selling conventional vehicle model from six of the top EV manufacturers, including: Fiat-Chrysler, Ford, General Motors, Honda, Nissan, and Toyota.

For EVs models where 2017 data was available, we also compared advertising expenditures in 2018 to 2017.

The Details

About the Data

- Data purchased from InterQ Research and compiled by Kantar Media.
- Includes estimated expenditures for TV, radio, print, and online advertising.
- Covers money spent on advertising for select models, regardless of source of the spend (i.e., automakers, regional dealership associations, and individual dealerships), in local markets in California and the Northeast.

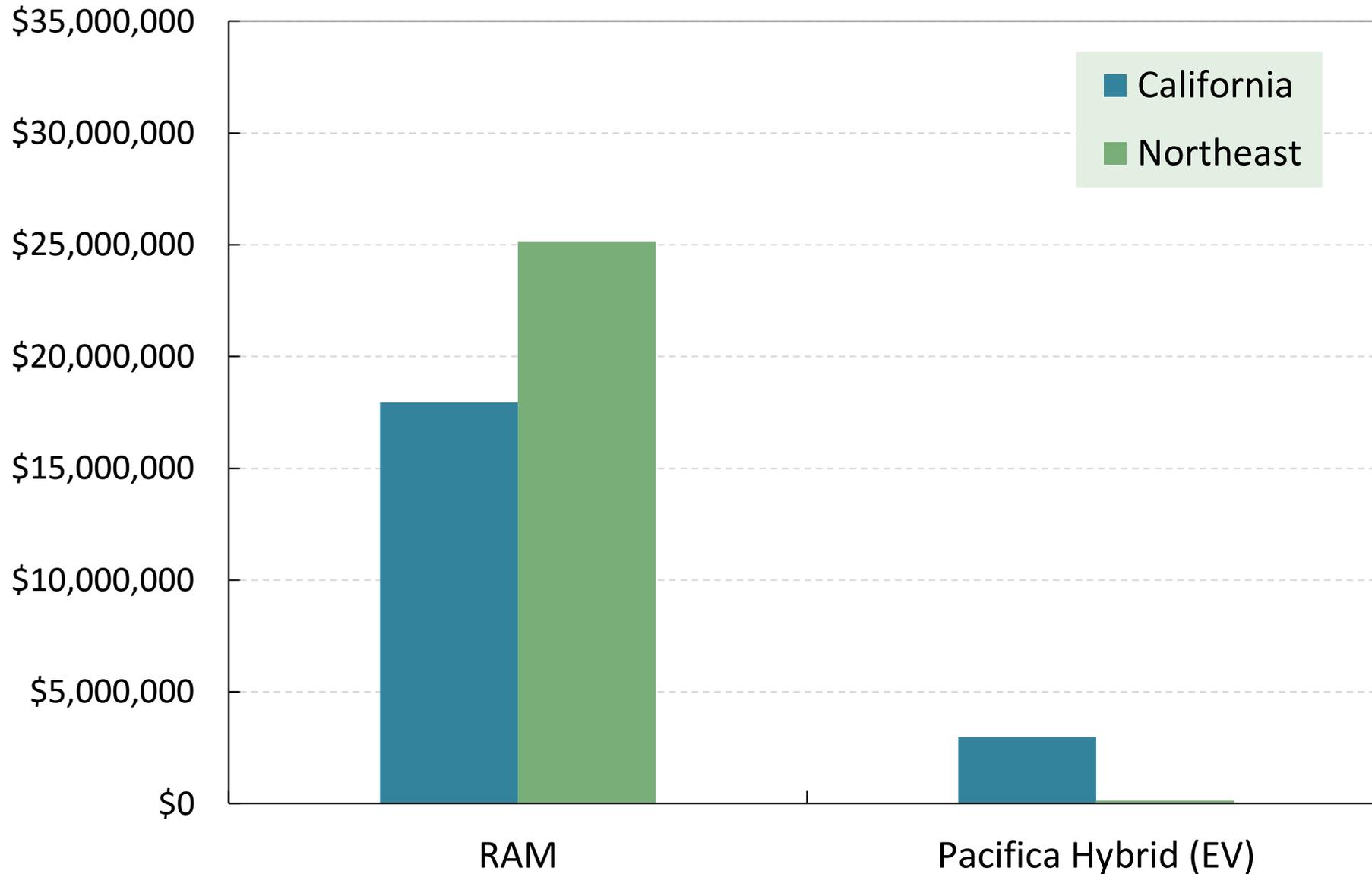
Two Distinct Markets Analyzed

1. *Northeast*: ads run in the Designated Market Areas* for Albany, Baltimore, Bangor, Binghamton, Boston, Buffalo, Burlington, Elmira, Hartford, New York City, Portland (ME), Presque Isle, Providence, Rochester, Salisbury, Springfield, Syracuse, Utica, Washington, D.C., and Watertown.
2. *California*: ads run in the Designated Market Areas for Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, Santa Barbara.

Note: This analysis does not include ads run nationwide, which are not restricted to a geographic region.

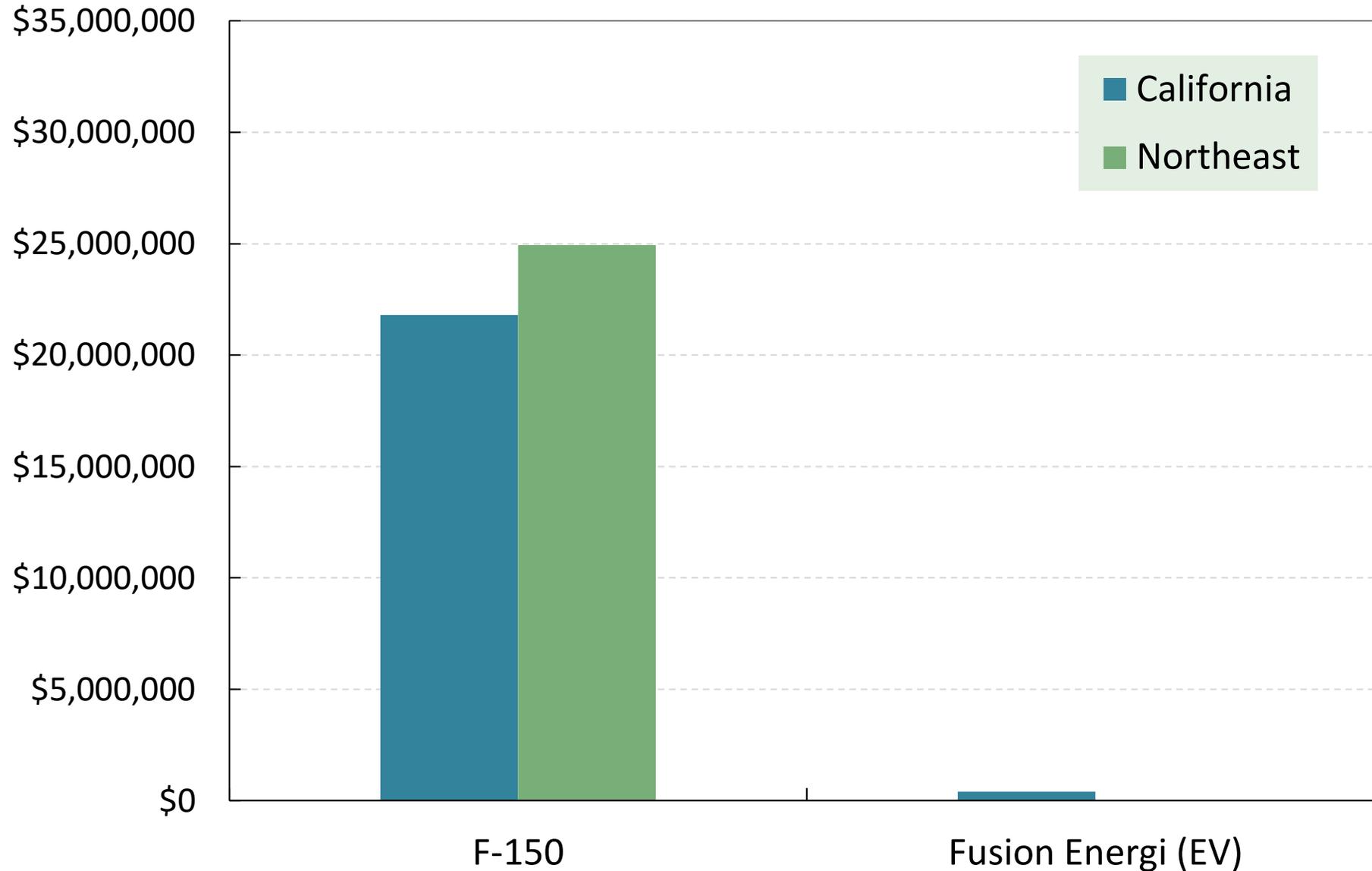
*Designated Market Areas are geographic locations where consumers receive the same television channels, radio stations, and newspapers.

Fiat-Chrysler 2018 Ad Spending, Selected Models



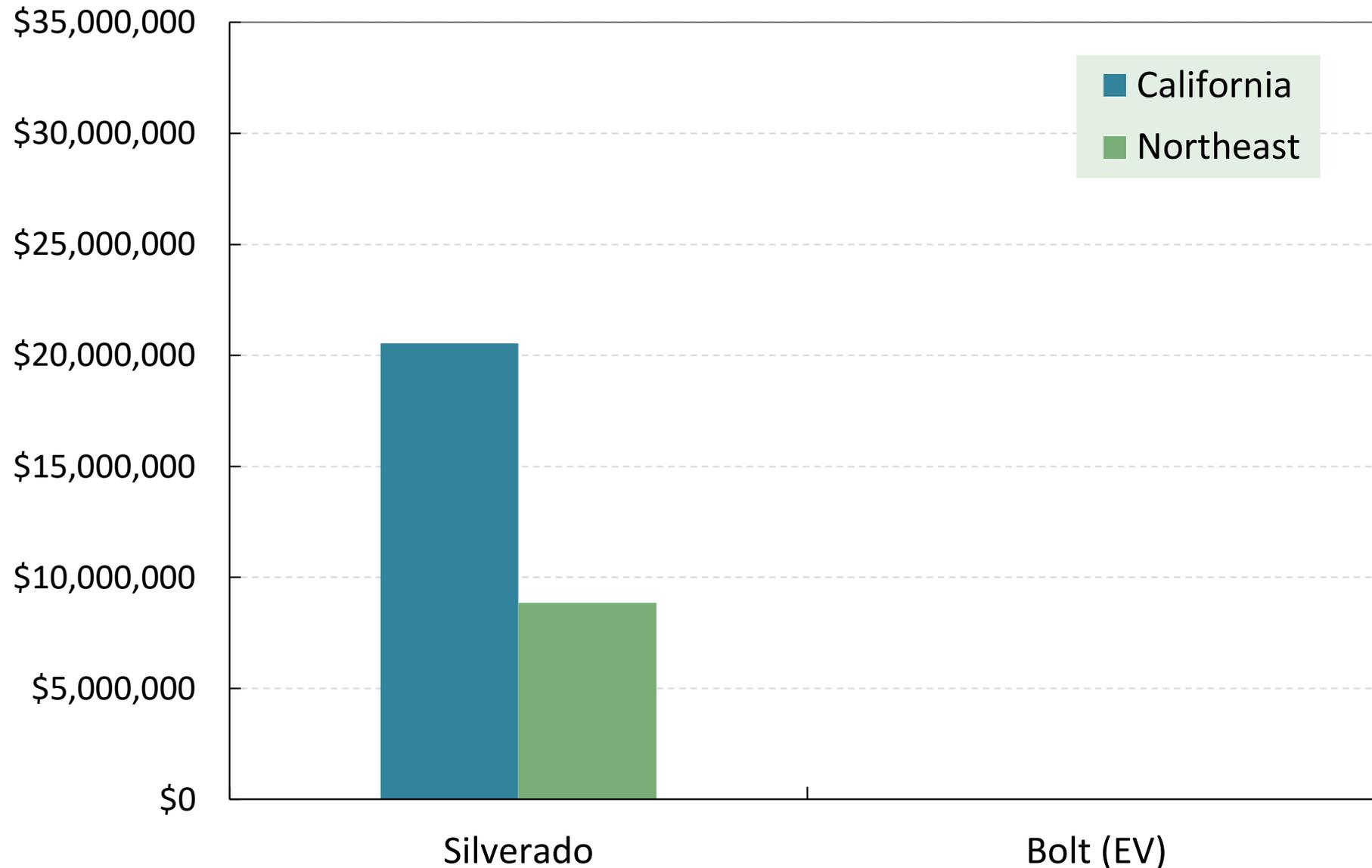
- Fiat-Chrysler spent \$3.0 million in California markets and \$0.15 million in Northeast markets advertising the Pacifica Hybrid.
- Fiat-Chrysler’s spending on the Pacifica Hybrid was 7% of what it spent advertising the RAM across both markets.

Ford 2018 Ad Spending, Selected Models



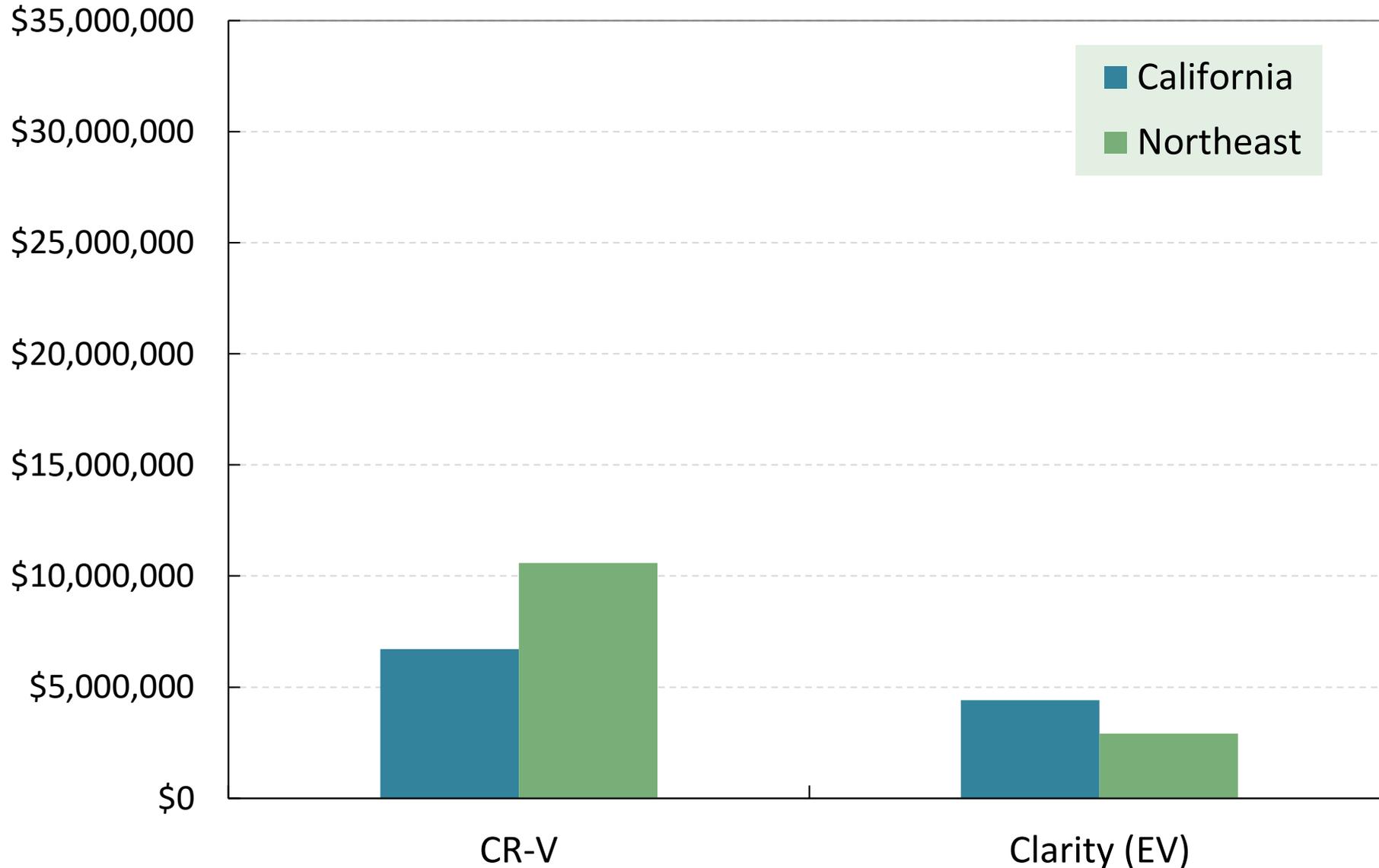
- Ford spent \$0.4 million in California markets and virtually \$0 in Northeast markets advertising the Fusion Energi.
- Ford’s spending on the Fusion Energi was less than 1% of what it spent advertising the F-150 across both markets.

General Motors 2018 Ad Spending, Selected Models



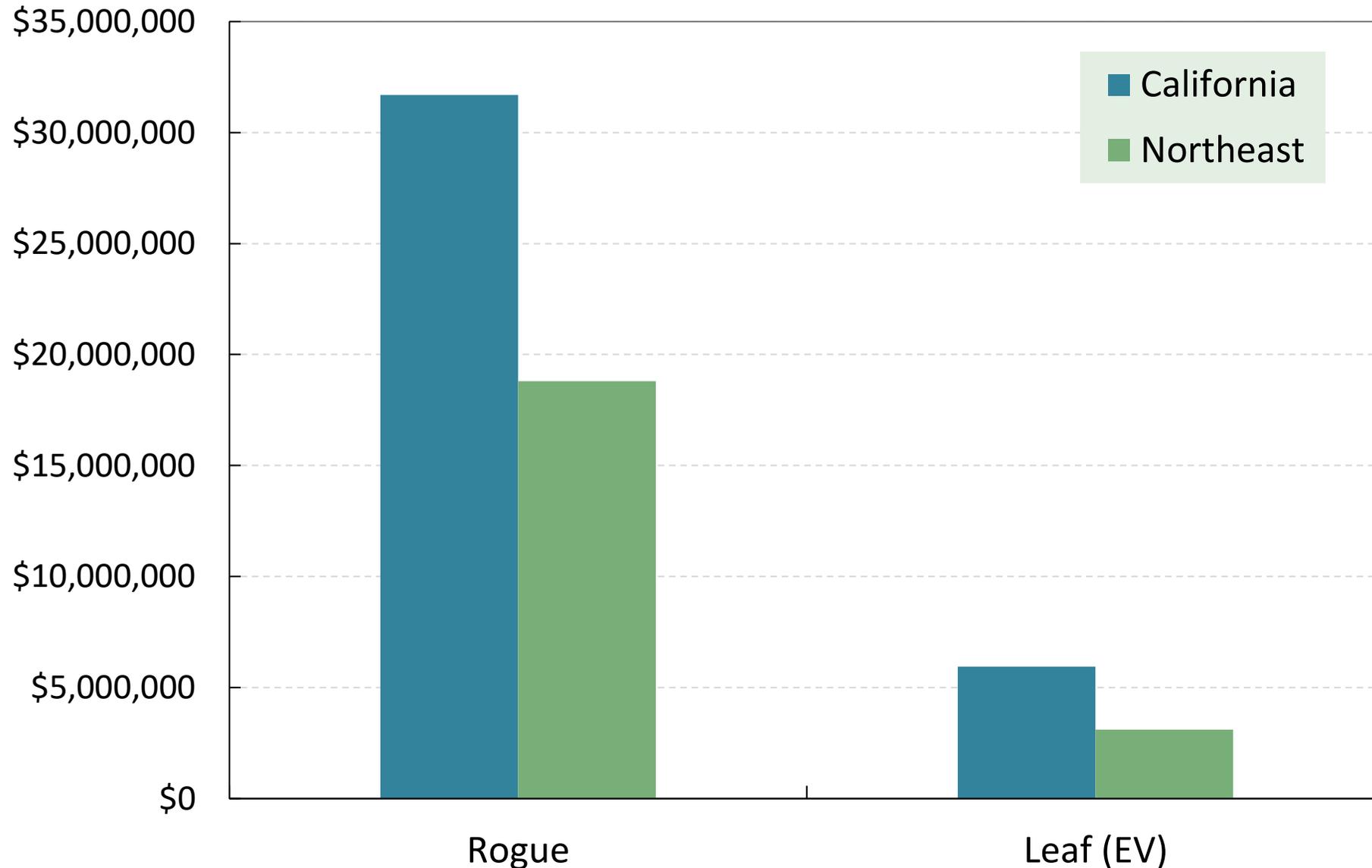
- GM spent virtually \$0 advertising the Bolt in California and Northeast markets.
- Of the automakers analyzed, GM spent the least on EV advertisements in both markets.
- GM’s total spending on the Silverado across both markets was \$29 million.

Honda 2018 Ad Spending, Selected Models



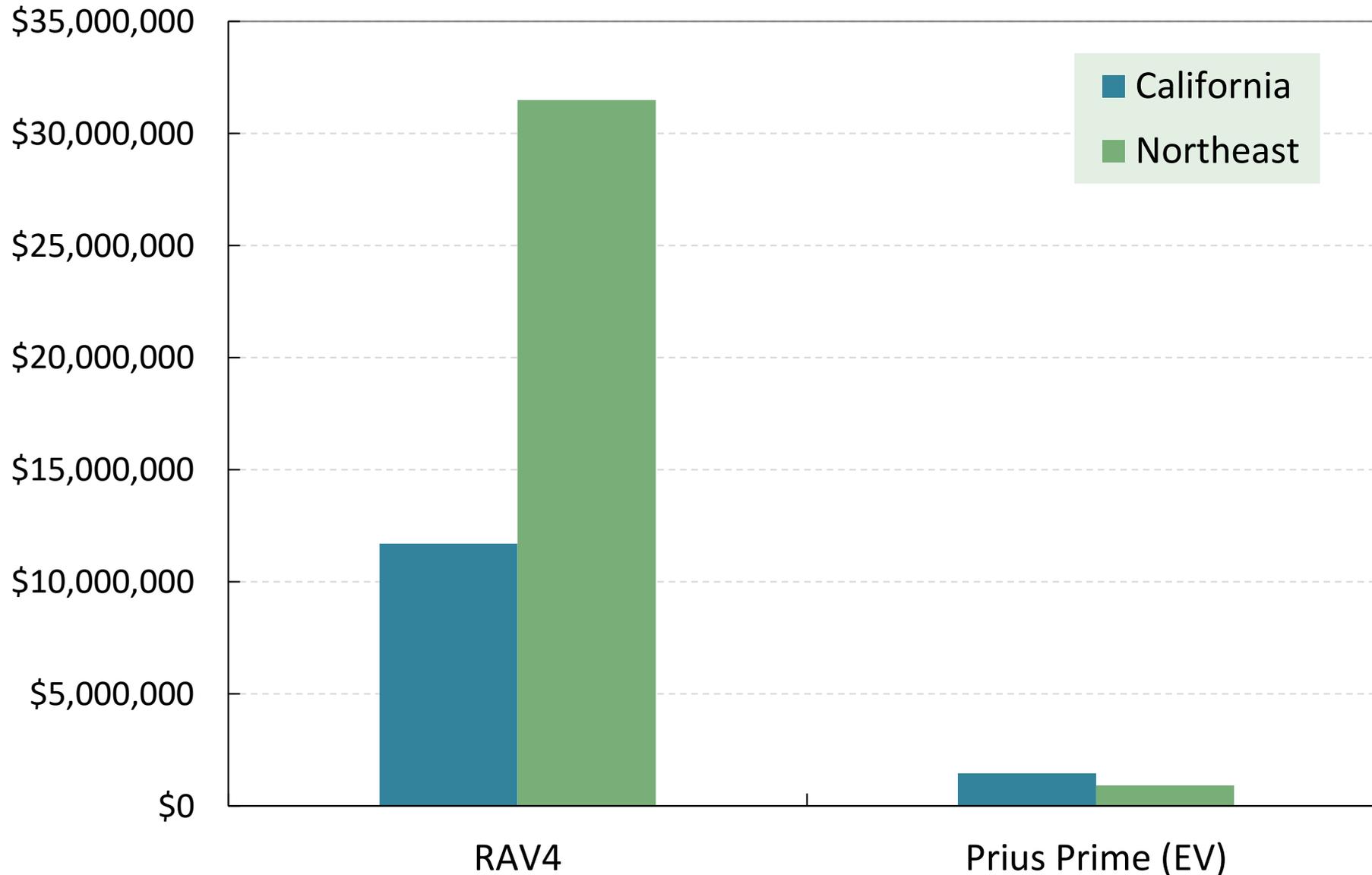
- Honda spent \$4.4 million in California markets and \$2.9 million in Northeast markets advertising the Clarity.
- More than 90 percent of Honda’s spending on the Clarity in Northeast markets occurred in the New York markets.
- Honda’s spending on the Clarity was about 42% of what it spent advertising the CR-V across both markets.

Nissan 2018 Ad Spending, Selected Models



- Nissan spent \$5.9 million in California markets and \$3.1 million in Northeast markets advertising the LEAF.
- Of the automakers analyzed, Nissan spent the most on EV advertisements in both markets.
- Nissan’s spending on the Leaf was about 18% of what it spent advertising the Rogue across both markets.

Toyota 2018 Ad Spending, Selected Models



- Toyota spent \$1.5 million in California markets and \$0.9 million in Northeast markets advertising the Prius Prime.
- Toyota's spending on the Prius Prime was about 5% of what it spent advertising the RAV4 across both markets.

Total Spending on Ads in Both Markets

Aggregating the 2018 ad expenditure data for the California and Northeast markets across the six automakers indicates that industry spending on ads for EVs is less than 10% of what it spends advertising best-selling conventional vehicles.

Conventional Vehicles

\$230 million
across six models

or

\$38 million
per model

Electric Vehicles

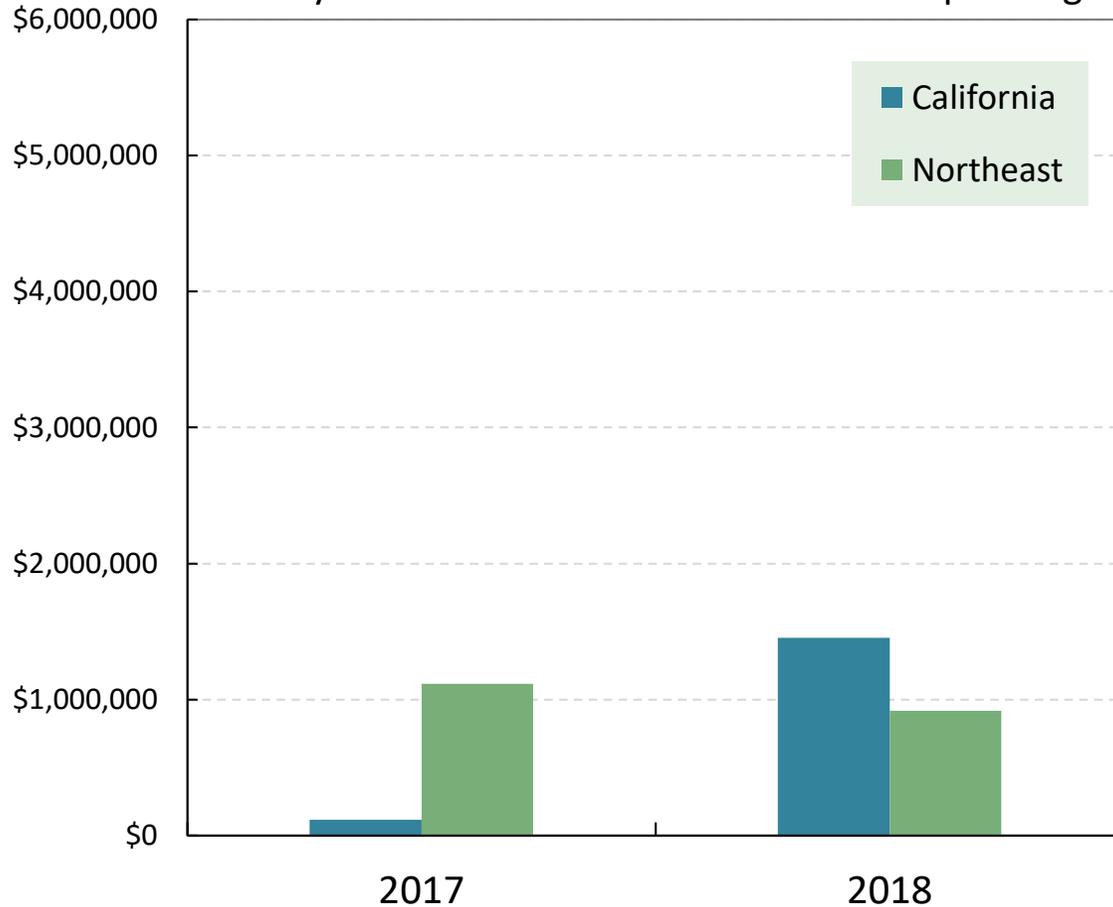
\$22 million
across six models

or

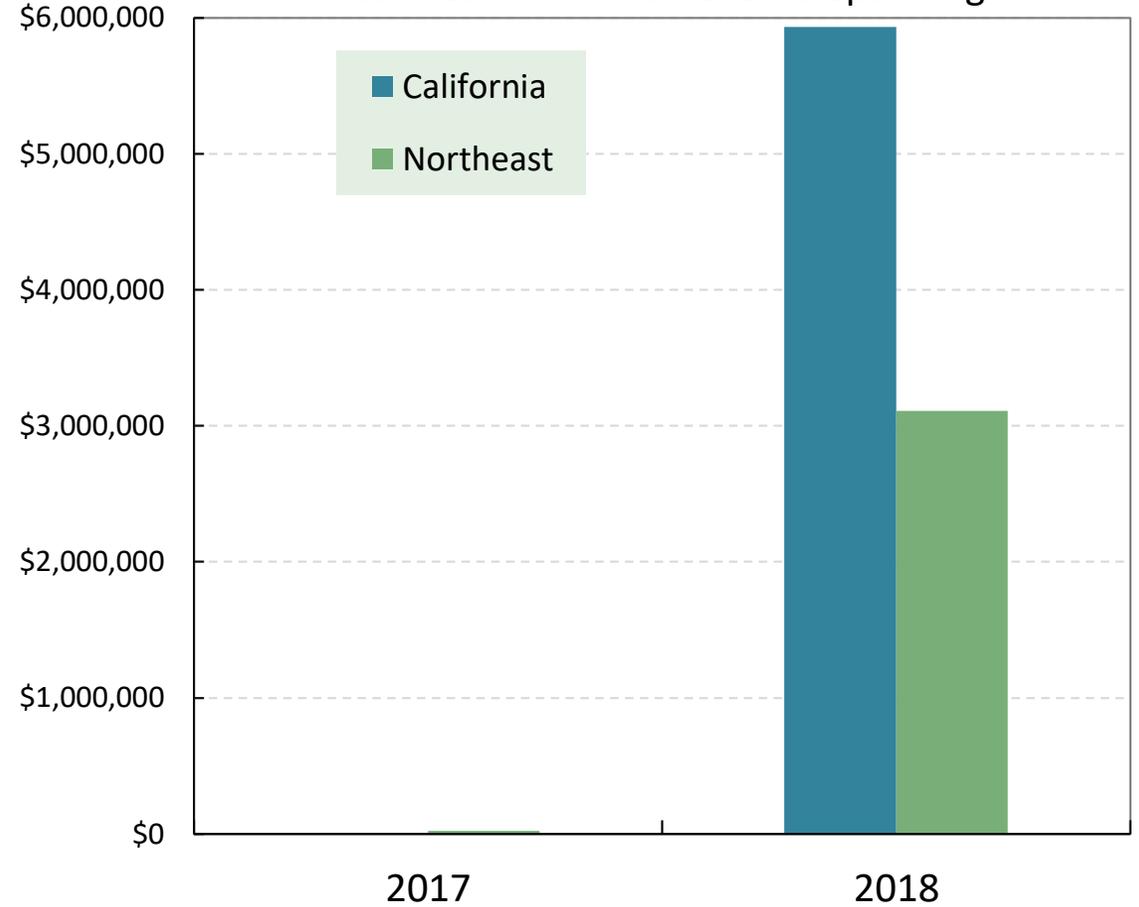
\$3.7 million
per model

Comparison of 2017 and 2018 Ad Spends

Toyota Prius Prime 2017 and 2018 Ad Spending



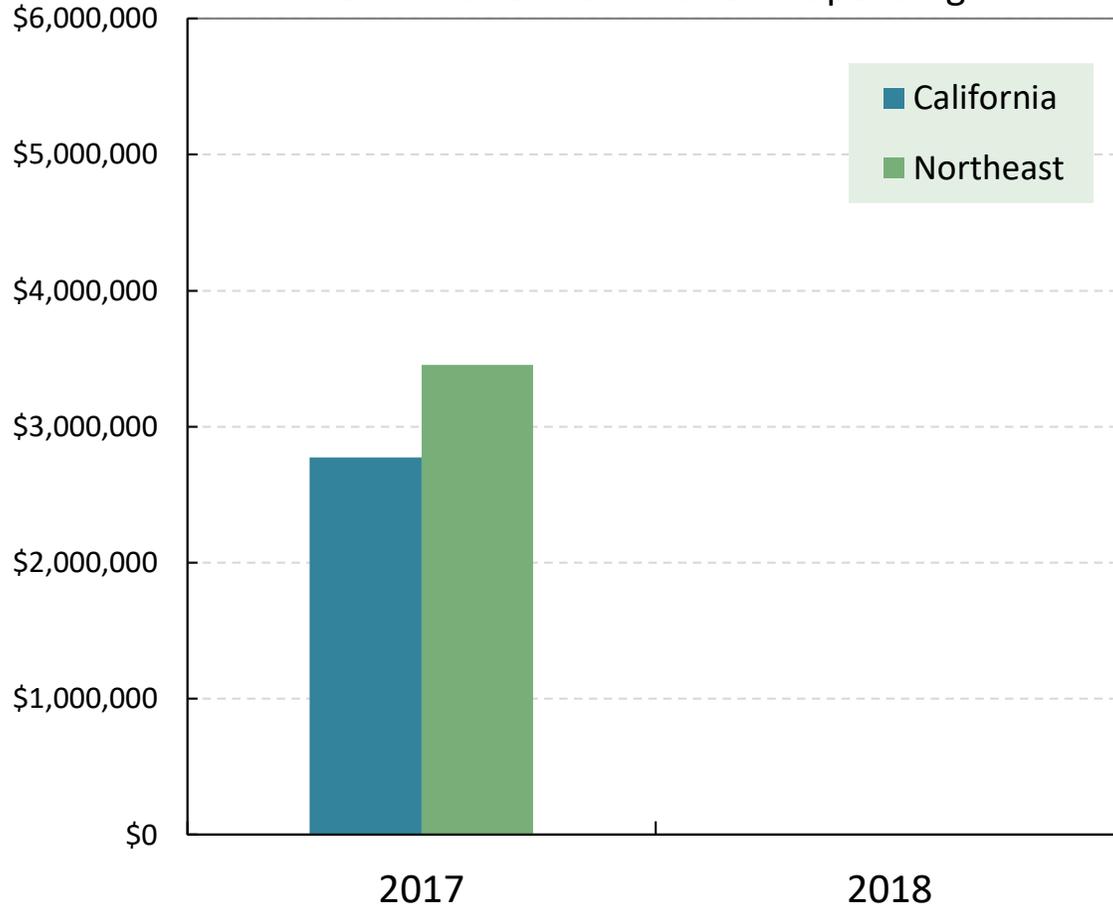
Nissan Leaf 2017 and 2018 Ad Spending



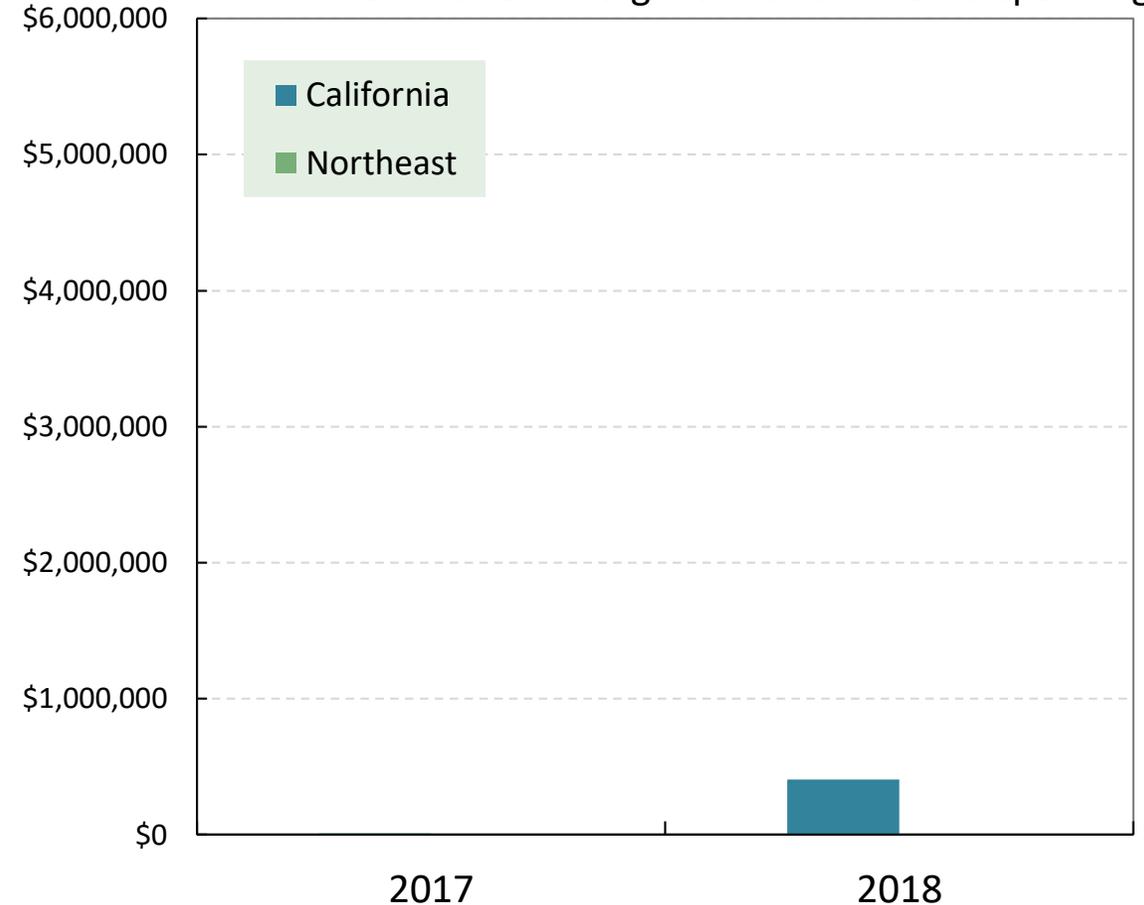
- Toyota's total spending on the Prius Prime in both markets increased from \$1.2 million in 2017 to \$1.7 million in 2018.
- Nissan's total spending on the Leaf in both markets increased from \$0.03 million in 2017 to \$9.0 million in 2018.

Comparison of 2017 and 2018 Ad Spends

GM Bolt 2017 and 2018 Ad Spending



Ford Fusion Energi 2017 and 2018 Ad Spending



- After spending over a total of \$6.2 million advertising the Bolt in both markets in 2017, GM spent virtually nothing in 2018.
- Ford's total spending on the Fusion Energi in both markets increased from \$0.01 million in 2017 to \$0.41 million in 2018.