



AM Live Workshop – NEC 2017

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Agenda

- Consumer opinion on video today – ‘our survey says’
- Used car retailing: the last 20 years
- The online advertising space
- What do customers want from online?
- Digital media choices and the checklist
- KISS and AIDA
- Where CitNOW are taking digital media
- The Inchcape story and a Q&A

Consumer **Opinion on Video**

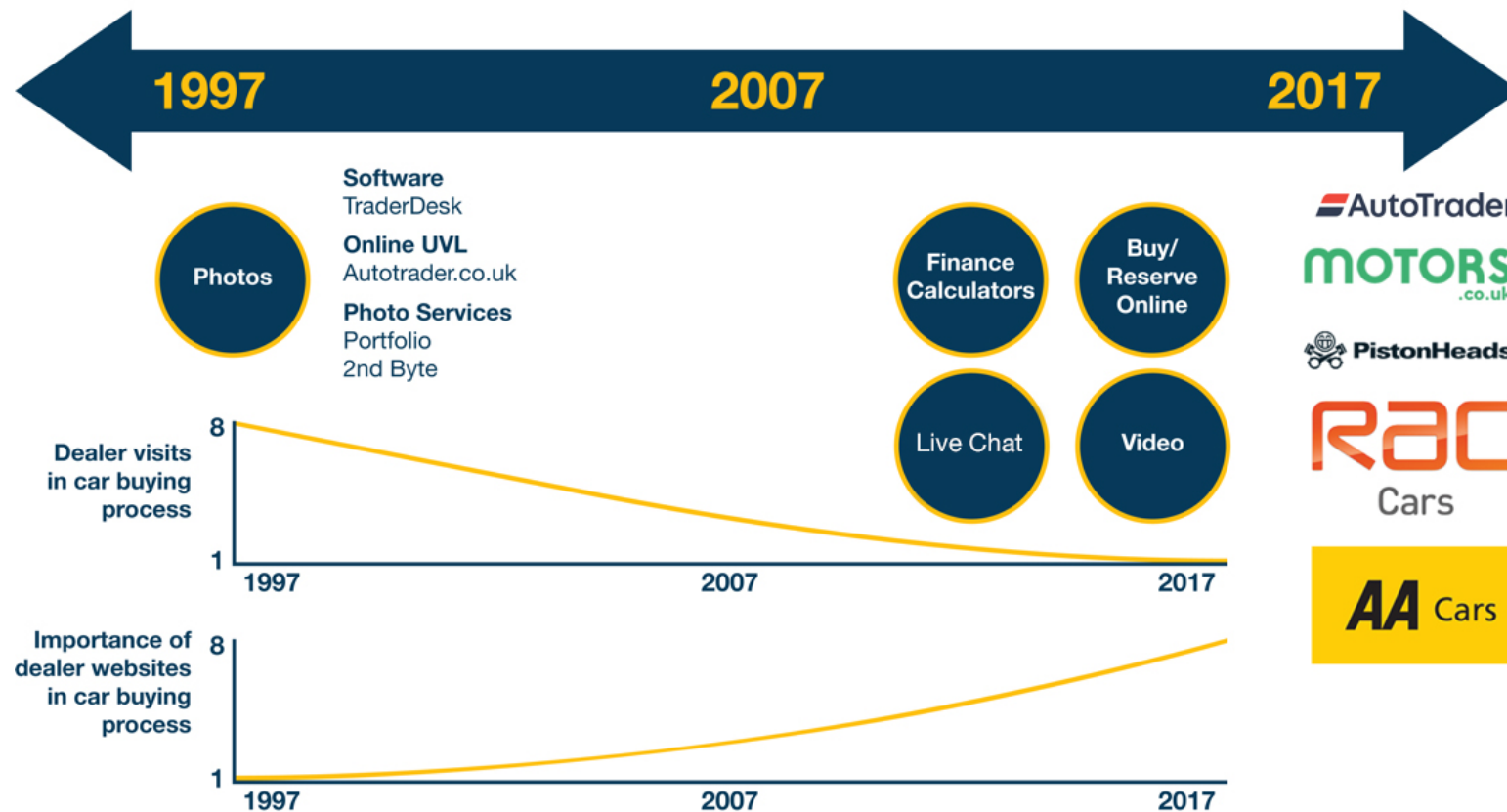
- 2000 people surveyed
- 25 Pages of insights
- 8m videos forecast for 2017
- 7300+ live installations
- 39 countries, in 22 languages
- 38 OEM brands



The **Headlines** from the survey

- 74% more confident after receiving a video
- 10% happy to purchase on strength of video alone
- 52% of 25–34 year olds would use video for next car purchase
- 60% respondents said video speeded up transactions
- 38% urban respondents use mobile as main platform
- 58% urban customers more likely to use video for support
- 78% already used and willing to try personalised video
- 49% regularly use video for support in purchasing

Used car retailing – the last 20 years



What does the customer really **want**?

1. Accurate data
2. Up to date stock information
3. Digital media to validate condition and specification
4. How much?
5. Finance examples
6. Communication options that suit the customer
7. Reserve online
8. Buy online

What are your digital media choices **today**?

1. Photographs

**Question is how many
pictures? OEM
guidelines and who
takes them?**

What are your digital media choices **today**?

2. 'Stitched' video

Who remembers these? Certain classifieds sites would stitch your photos together to create a video effect

What are your digital media choices **today**?

3. Recorded video

**You can choose to use
YouTube or a paid for
Enterprise platform
like CitNOW**

What are your digital media choices **today**?

4. Interior and/or Exterior 360

**Been around in the
USA for a few years
and it's starting to gain
some levels of interest
here in the UK and
Europe**

What are your digital media choices **today**?

5. Live video

**We had live video back
in 2008, it was and still
is too early for most
consumers and
dealerships**

The online **advertising space**

OEM

Central
UVL

Dealer or
group UVL

Classifieds

 AutoTrader


Cars


MOTORS
.co.uk

 PistonHeads


AA Cars

Broadcast

 YouTube

 vimeo

Website Providers

Independent

Franchised
dealer

Dealer
group

Your digital media **checklist**

Platform	Photographs	Video	Spin/360
OEM UVL			
Website Provider			
Classified UVL Site			

Keep It Simple Stupid (KISS): **Digital Media Assets**

1. Is it **easy** to use?
- 2. Tried and tested** in the UK market
3. Can you **integrate** your assets where you advertise?
4. Does the Digital Media asset provider **train you** how to use the assets?
5. Can you **measure** the performance of your assets
- 6. If it's not easy it probably won't work**

Attention, Interest, Desire, Action (AIDA)

So **does it matter** what assets you use?

How can you tell what assets **work best**?

What about the customer? **What do they want?**

- **Attention** – good quality pictures
- **Interest** – good description of the vehicle, can you tell a story
- **Desire** – Video/360 – (consumers just want more—what can you do easily?)
- **Action** – Request a Personalised Video / Call / Live Chat / Visit

Where is **CitNOW** taking Digital Media Assets?

1. One single product
2. Photography
3. QC and Background Replacement
4. Video, Guided or Single Take
5. Interior 360
6. Exterior 360





Adopted **CitNOW Web & Smart Image** at
the beginning of September 2017...

Here's what happened in October

The Inchcape **story**

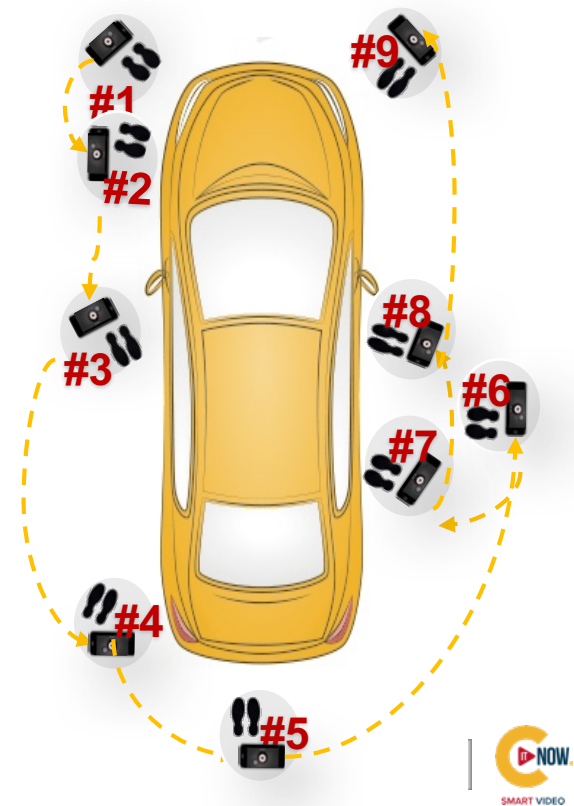
- 102 dealerships
- 9 OEM brands
- 9 different standards for photography
- Legacy photography systems
- Stock being posted online with no images
- Between 8,000 & 12,000 cars in stock at any one time
- Already successful with personal video

What did Inchcape want to **change**?

- Improve 'time to web'
- Faster capture process of assets
- Single provider with one SLA
- Handle:
 - Images, (+ background replacement)
 - Video
 - Quality Control of photographs to OEM standards
 - Reporting+ analytics
 - Publish (via API) all media assets

Guided Web Video

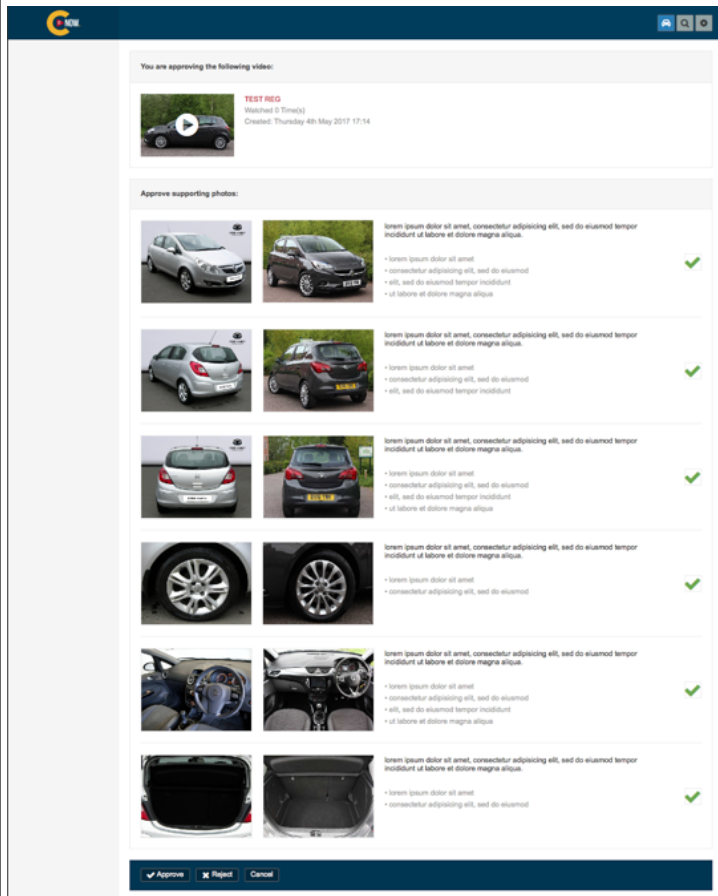
- 9 short video clips ranging from 5 to 15 seconds, delivers the perfect 60 second web video
- 'SIMPLE' guided process for the Media Collector to follow
- Play back feature for each video segment before accepting
- Video's can have voice over and Pre and Post messaging as all the same length
- Phase 2 will have subtitles to highlight features



Smart Image

1. Images collected using Volkswagen Approved Used Car guidelines
2. Each image has specific guidelines for the Media Collector to follow
3. There is a wireframe for each photograph for the Media Collector to overlay
 - Ensures that they are in the right position to take the image
 - Ensures the proportions of the photograph are correct
 - Collects the images in the right format and order
 - Ensures that no images are missed
 - The Media Collector reviews each image before accepting
 - Ability to take additional 'Hero' images of the vehicle





QC and Background Replacement

Imagery Guidelines – Volkswagen Manufacturer Requirements

1. Minimum 6 images per car
2. Images should not feature dealership signage, dealership name or contact information.
3. A Das Welt plate should be fitted on front shots of approved vehicles. A registration plate must be used on all non-approved vehicles.
4. Steering wheel should be the correct way up and level for interior shots.
5. Door frames should not be visible on interior shots
6. No decals /stickers should be visible on the cars
7. Images should not feature non-franchise or competitor branding
8. Images should not feature people in the background

October **numbers**

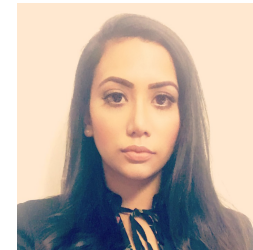
- Videos created **6,524**
- Images taken **58,548** (avg 9 per car)
- Images QC'd **58,148** (single digit rejection rate)
- Videos viewed **5,392** (82%)
- Video views **116,639** (22 views per video)

Ask them what happened yourself?



Angela Jemison

Divisional Marketing Manager, Inchcape



Travina Suman

Divisional Marketing Manager, Audi

Some questions from **me**

- **How were you managing your video and imagery before?**
- **What were your frustrations with the previous process?**
- **How are you managing this process now?**
- **What is working well?**

Questions?

