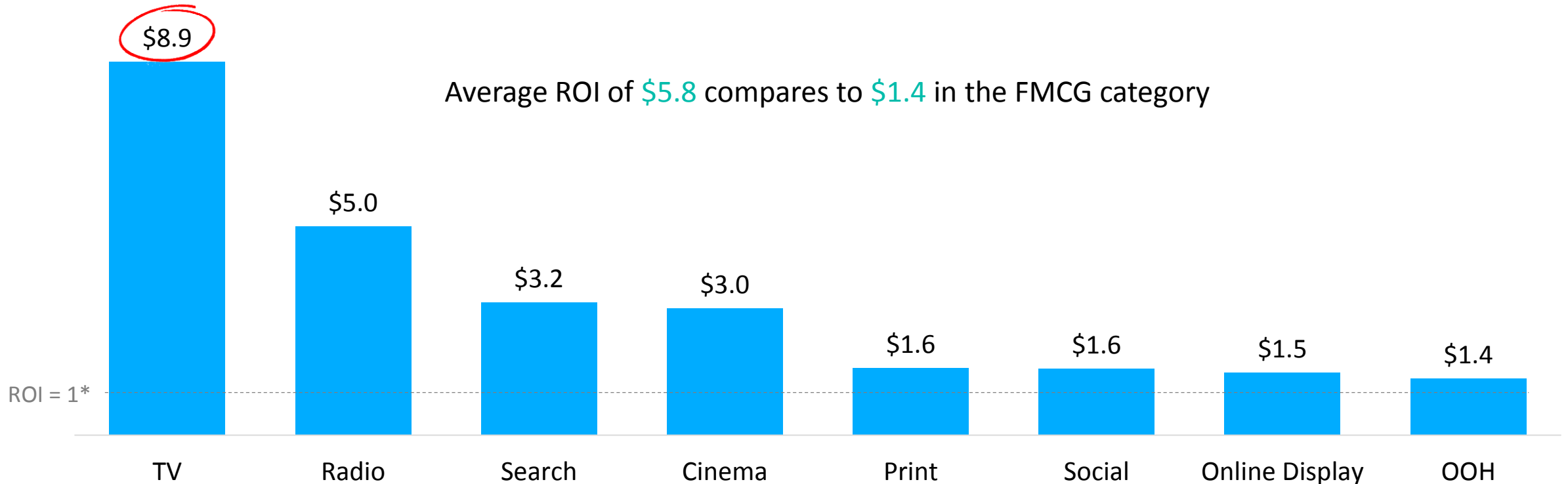


# MEDIA DRIVES GROWTH IN AUTOMOTIVE CATEGORY



All media channels provide a positive revenue ROI



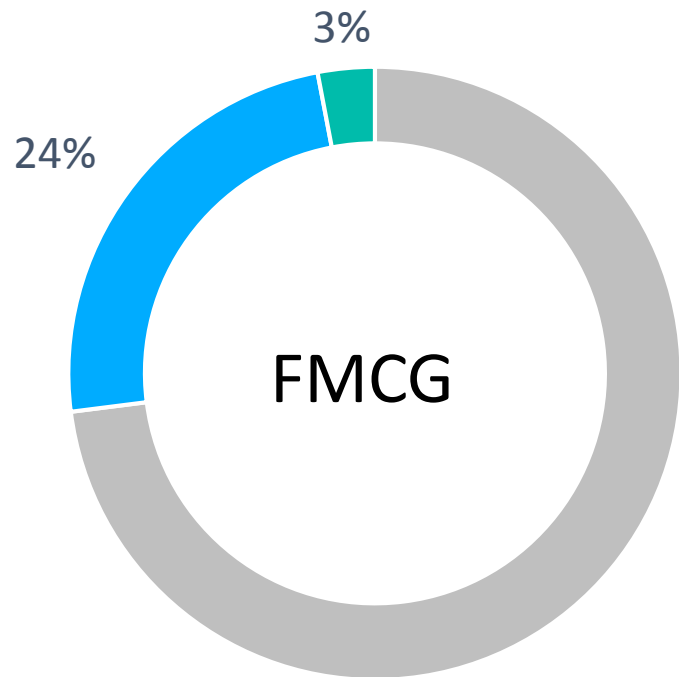
\*\$1 invested = \$1 incremental revenue

Source: Ebiquty; Payback Australia Automotive Report 2017

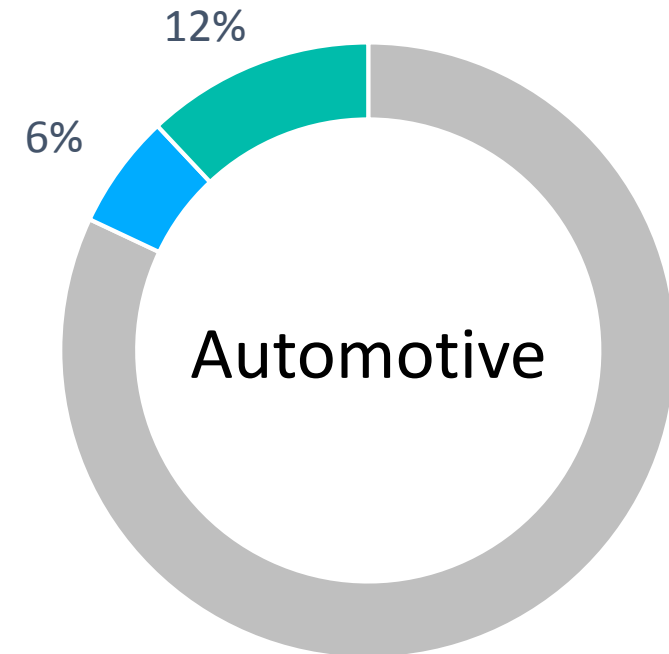


Data-driven insights

# MEDIA DRIVES BRAND GROWTH ACROSS CATEGORIES



- Base
- Price Promotions
- Media



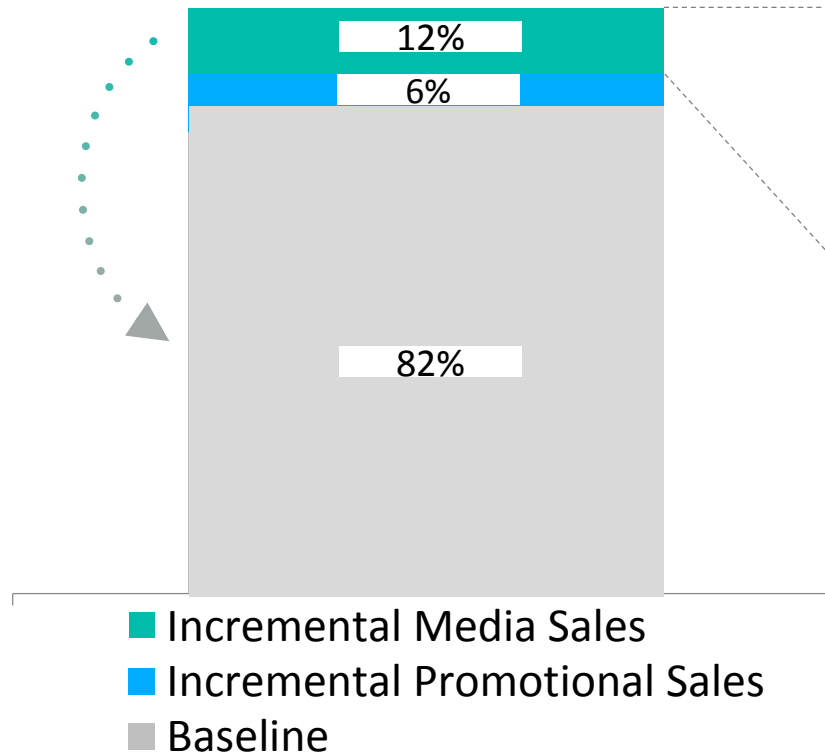
Source: Ebiquty; Payback Australia Automotive Report 2017

# MEDIA DRIVES BRAND GROWTH

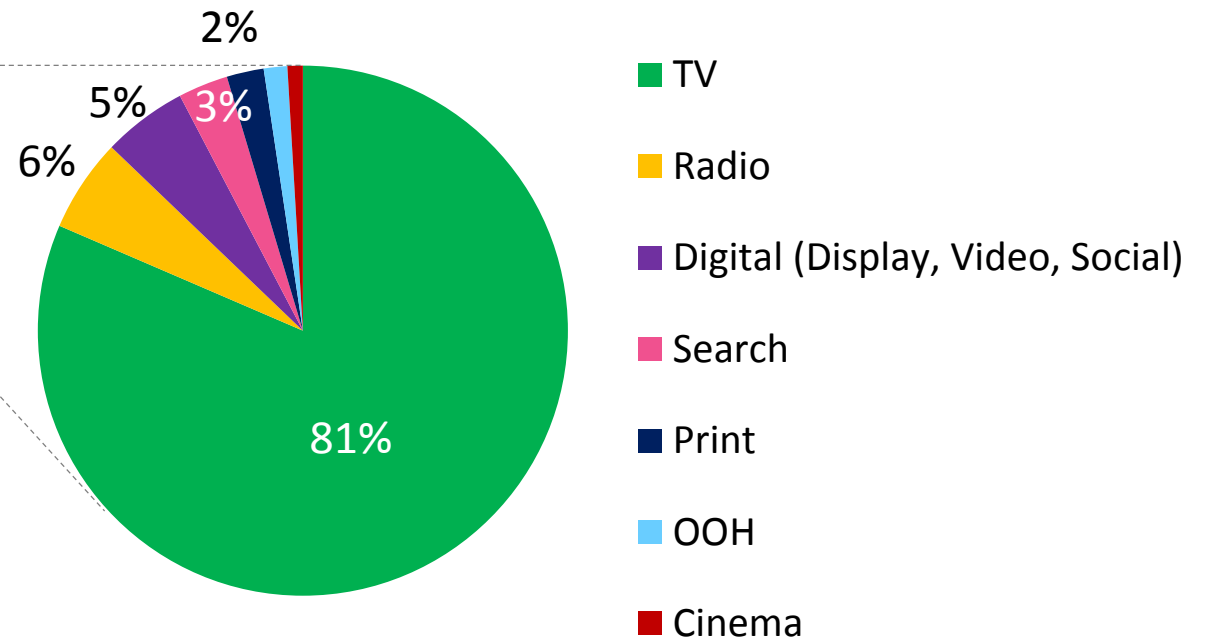


Short to medium term advertising delivered over 140,000 additional car sales in 2016

### Average Sales Contribution



### Sales Contribution from media



Source: Ebiquity; Payback Australia Automotive Report 2017