

ON A ROLL

We look at the size of the UAE automotive sector's online advertising spend from November 2013 up to October 2014, covering display advertising, video advertising, sponsorships, roadblocks and the IAB's new rising stars. ■

\$16.1 MILLION

is the amount spent by the auto sector on online advertising in the UAE

General Motors

\$2.4M OR 15% SOE

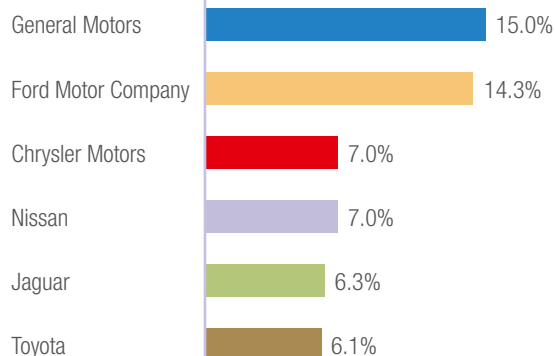
Ford Motor Company

\$2.3M OR 14.3% SOE



TOP 6 BRANDS HAVE CAPTURED 56% OF TOTAL AUTOMOTIVE AD SPEND

SOE %



MODELS

■ **Nissan tops** the 'most models advertised' chart with 13 models promoted; that's one more model than next contender **Ford**

■ **Nissan's models line-up:** Patrol, Sentra, Altima, Tiida, Pathfinder, 370 Z, GT R, Juke, Maxima, Sunny, Murano, X Terra, X Trail

■ **Ford models line-up:** EcoSport, Expedition, Explorer, F150, Fiesta, Figo, Focus ST, Fusion, Mustang, Ranger, Taurus Lincoln MKZ

■ **Newcomer:** Citroën advertises online for the first time. The brand has launched a new campaign in September 2014

SEASONALITY OF ADVERTISING

Highest spend recorded in **November 2013:**

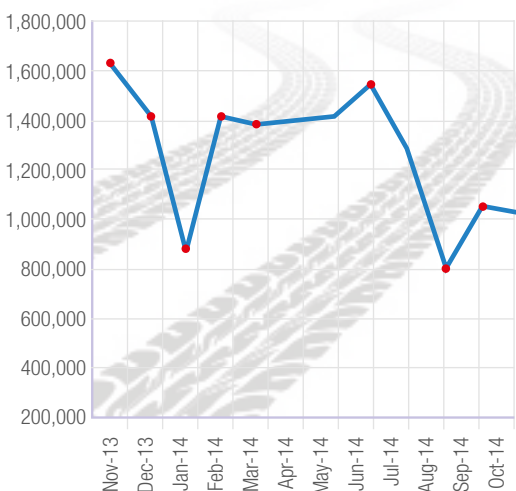
\$1.7M or **10.6% SOE**

Lowest spend recorded in **August 2014:**

\$853K or **5.3% SOE**

Seasonality of Advertising: Automotive Net USD

— Automotive



TOP 15 BRANDS BY SOE %

Brand	SOE (share of expenditure)
General Motors	15.0%
Ford Motor Company	14.3%
Nissan	7.0%
Chrysler Motors	7.0%
Jaguar	6.3%
Toyota	6.1%
BMW	4.1%
Alfa Romeo	3.1%
Mercedes-Benz	2.9%
Infiniti	2.3%
Volkswagen	2.3%
Hyundai	2.0%
Audi	1.9%
Honda	1.7%
Lexus	1.7%

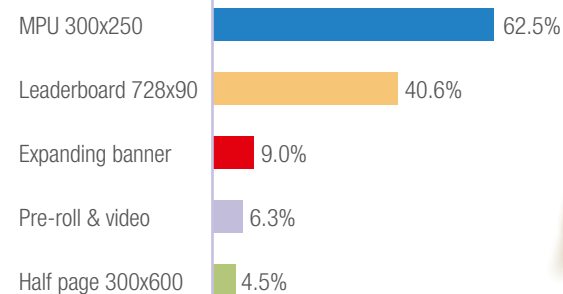


AD FORMATS

62.5% of the ad campaigns have used an MPU (Mid-Page Unit)/medium rectangle 300x250. Followed by the leaderboard 728x90 with **40.6%** utilization

Top 5 most popular ad formats

% utilization



\$4.2 MILLION

is the amount spent by all **dealers** on online advertising in the UAE. This represents approximately **26%** of the total sector spends

TOP 10 DEALERS

have captured a **83.7%** share of the total of dealers' spends

Who's included in the Top 10?

Al Futtaim Motors, Trading Enterprises, Liberty Automobiles, Arabian Automobiles, Al Tayer Motors, Emirates Motor Company, Al Habtoor Motors, Al Nabooda Automobiles, Premier Motors

More than **25,000** data points have been processed and analyzed in this infographic.

The ad spends are based on **NET ESTIMATES IN USD** and account for an average error margin of **20 PERCENT** in both directions.

The OOXmonitor database covers all **PREMIUM WEBSITES** with medium to high reach/Unique Users (UU) and the Google Display Network (GDN).

The monitoring methodology is based on a daily sample of page views across all the monitored websites. Allow an **ERROR MARGIN OF FIVE PERCENT** in campaign reporting.

All estimates are **INCLUSIVE OF DEALERS SPENDS**, unless mentioned otherwise.

M stands for **MILLION**, **SOE** stands for **SHARE OF EXPENDITURE**.

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