

## April 2018

## 汽车市场中的数码营销 - China

“30-39岁的消费者比年轻消费者更喜欢微信朋友圈广告，其中全尺寸SUV和MPV的购买者尤其如此。因此，投放在微信朋友圈的汽车广告应突出大空间并采用家庭主题，以吸引更多关注。”

特别地，在20-29岁的消费者中，知乎比微信和微博受到更多关注。汽车品牌如果要和独立的汽车测评竞争，可以利用知乎平台树立值得信赖的品牌形象。使用受众的语言并且积极参与留言板块的讨论是应当被考虑的策略。”

- 过人，研究副总监

## March 2018

Digital Marketing in Automotive -  
China

“30-39-year-olds, instead of young adults, show the highest interest in WeChat moment flow ads, especially those full-size SUV (Sports utility vehicles) and MPV (Multi-purpose vehicle) buyers. Therefore, car ads on this channel could highlight the large inner space, with a family theme to attract more attention.

Zhihu is now paid ...

## SUVs - China

“近期内，SUV的市场成功将持续下去。受到换购车主消费升级趋势的影响，中大型/全尺寸SUV增势迅猛。但是，轿跑车风格的跨界紧凑型汽车也值得关注，因为受到90后消费群的青睐，尤其是英敏特城市精英人群。品牌如果在汽车内部空间设计（包括座椅布局和功能等）上匠心独运，或可赢得消费者的芳心。”

- 过人，研究副总监

## February 2018

## SUVs - China

“SUVs are going to continue the current success in the foreseeable future. Mid-to-full-size models have an expanding momentum, aligning with the trading up trend of replacement car buyers. Yet, coupe-styled cross-type compact models are worth paying more attention to, given their popularity among post 90s car buyers, especially MinTs. The ...