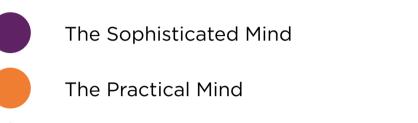


understand and determine audience emotional states. We identified six personas to help connect you with potential automotive customers beyond traditional demographics.

95% OF THOUGHT, EMOTION, AND LEARNING OCCUR IN THE UNCONSCIOUS MIND - THAT IS, WITHOUT **OUR AWARENESS. GERALD ZALTMAN**, PROFESSOR AT HARVARD BUSINESS SCHOOL



MEET YOUR POTENTIAL CAR BUYERS

The Methodical Mind

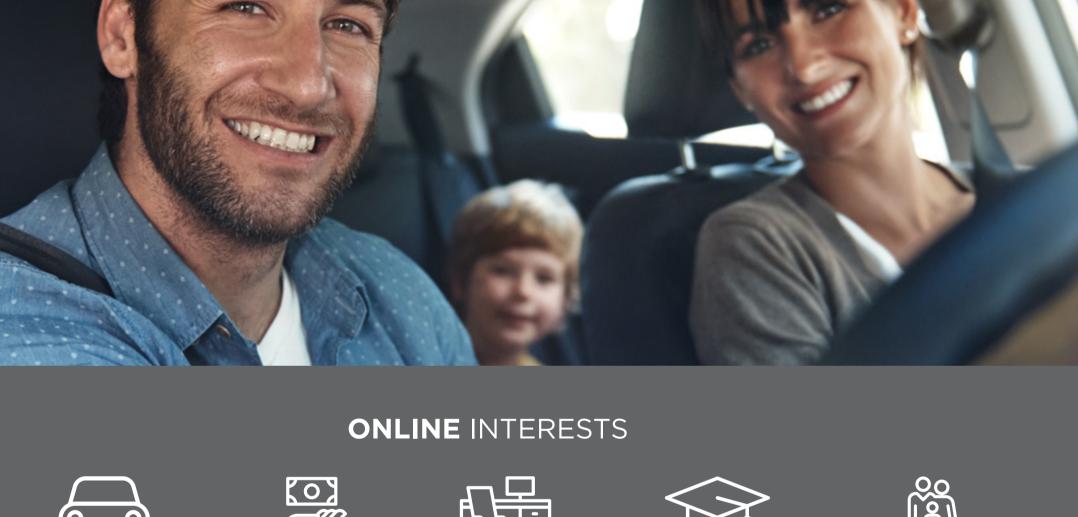
The Responsible Mind

The Free-Spirited Mind The Thrill-Seeking Mind

9% 13% Receptivity. Dominance. 16% passivity assertiveness and affiliation and individuality 18% 21% Inwardly directed, introverted

Outwardly diverted, extroverted

THE **METHODICAL** MIND Analytical and research-driven; safety, performance and technology matter the most to them.





are likely to

Auto



switch car brands



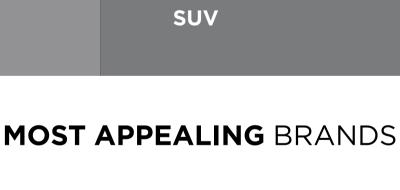
Finance



Αυδι



Business



Education



Parenting

TOP TIP Use Rich Media formats to promote the car's performance and features, highlighting positive testimonials and promoting test drives.



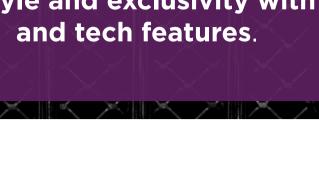
Stylish and proud of their success, their car is a symbol of their status.



Audı Mercedes-Benz

MOST APPEALING BRANDS

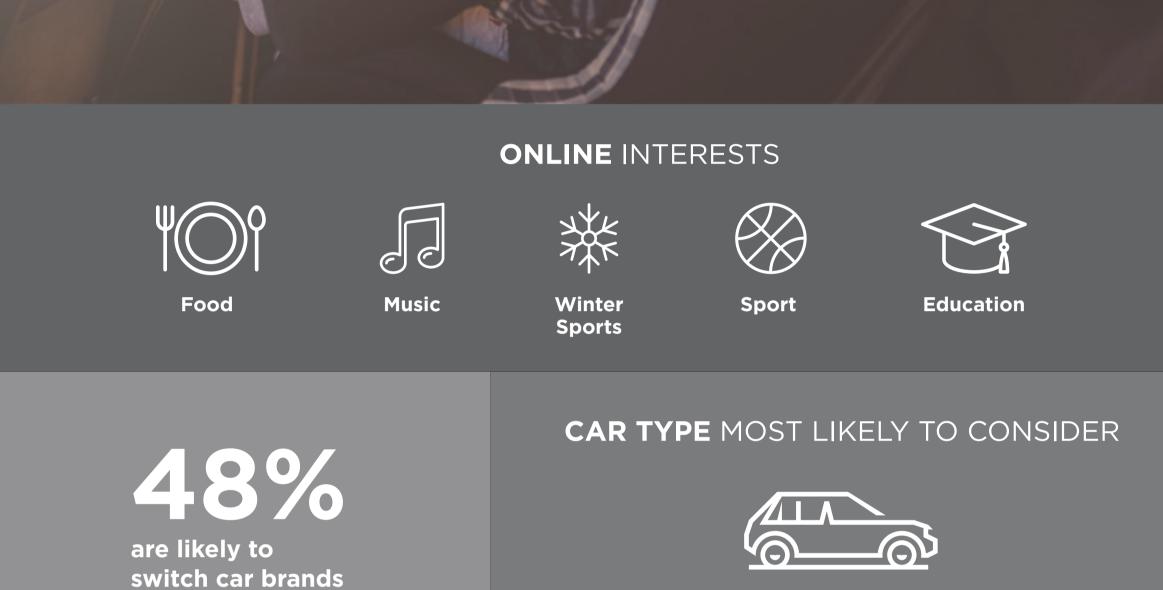




TOP TIP

THE PRACTICAL MIND

Down to earth and laid-back, driving is part of their active family life.





TOP TIP

Leverage dynamic creatives showcasing family moments in

combination with convenience, efficiency and value features that

relate to the durability of the vehicle.

THE RESPONSIBLE MIND

Easy-going with a particular sensitivity to good deals and fair pricing.

HATCHBACK

OPEL





Saving







Music

ONLINE INTERESTS



Literature

53%

switch car brands

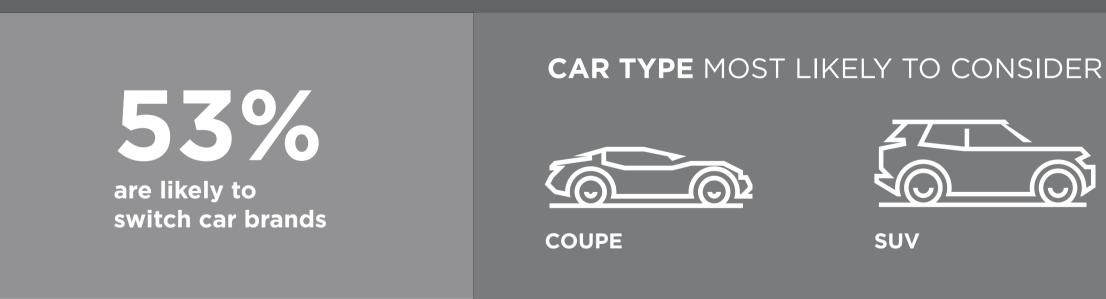
are likely to



THE THRILL-SEEKING MIND

Bold and adventurous, they are energised by the thrill of the driving experience.







#OwnYourData #XaxisEMEA AutoMinds Personas can be purchased for your next campaign with Xaxis! Visit www.xaxis.com or, for more information, contact us on xaxemea.marketing@xaxis.com

(AXIS KANTAR TNS.

CAR TYPE MOST LIKELY TO CONSIDER 50% are likely to switch car brands **MINIVAN MOST APPEALING BRANDS** TOP TIP Stand out with premium ad formats and an inventory of safety features that protect the driver and passengers. Value for money is key. Make sure you highlight any special offers in your messaging. THE FREE-SPIRITED MIND Fun-loving individuals who enjoy a sense of freedom and independence.



Sport







TOP TIP Given their active lifestyles, attract their attention with dynamic creative for digital audio across the main streaming services and local radio broadcasters. Focus on excitement and the thrill of driving the car.

Survey conducted by Lightspeed across a sample of 3000 respondents in Germany

Source: Automotive NeedScope Segmentation Study Data Analysis and Insight by Xaxis EMEA and Kantar TNS

Frugal Living WAGON

CAR TYPE MOST LIKELY TO CONSIDER **HATCHBACK**

Travel

Sport

SUV

Racing

Motor

Sports