

# ITALY AUTOMINDS

## WHY A CAR ISN'T JUST A CAR

Axis used the Kantar TNS NeedScope Segmentation tool to 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 METHODOCAL MIND

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



### ONLINE INTERESTS

- Auto
- Finance
- Business
- Education
- Parenting

### CURRENT CAR BRANDS



### CAR TYPE MOST LIKELY TO CONSIDER

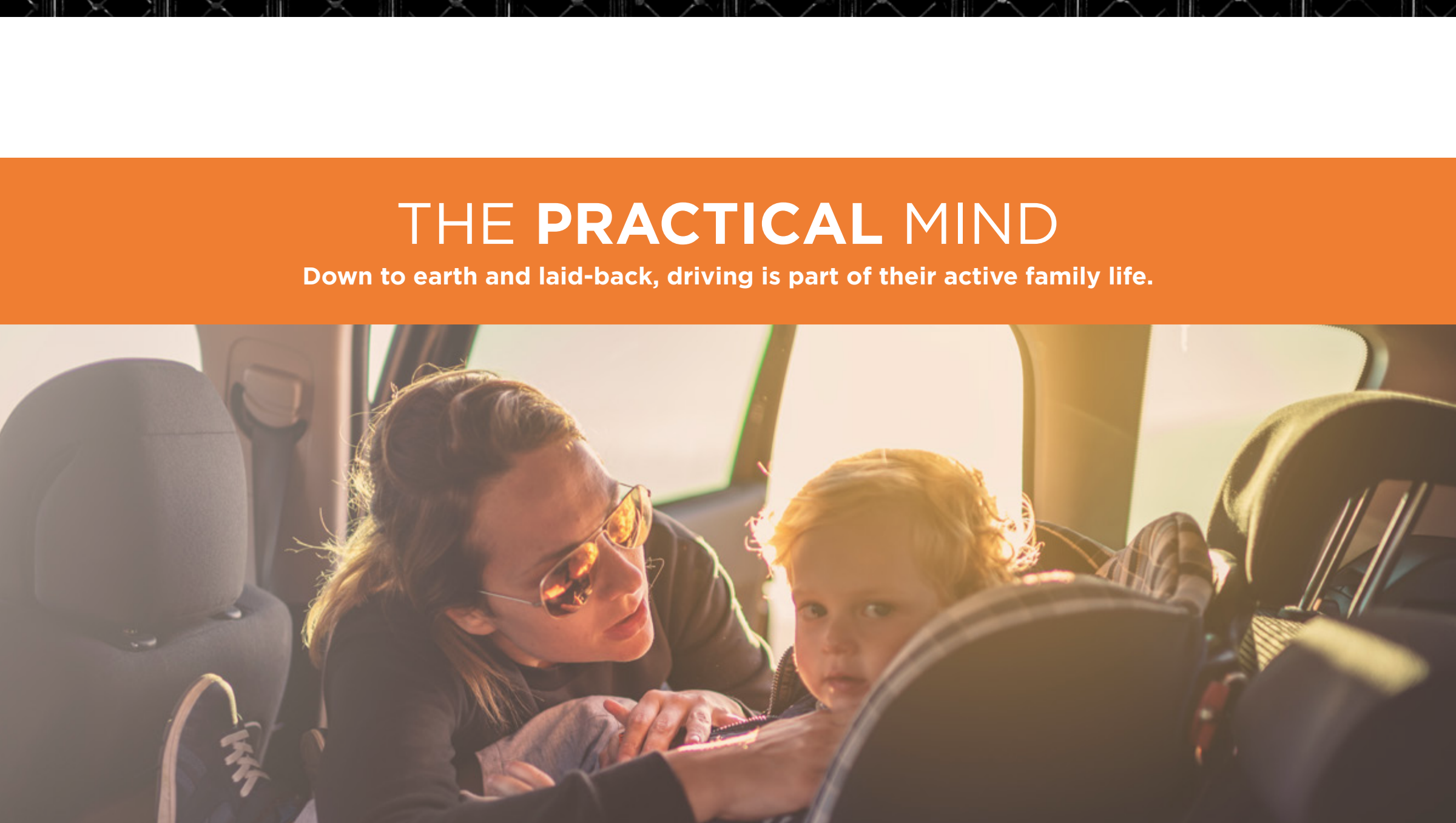


## TOP TIP

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

## THE SOPHISTICATED MIND

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



### ONLINE INTERESTS

- Health
- Auto
- Fashion
- Golfing
- Dating

### CURRENT CAR BRANDS



### CAR TYPE MOST LIKELY TO CONSIDER

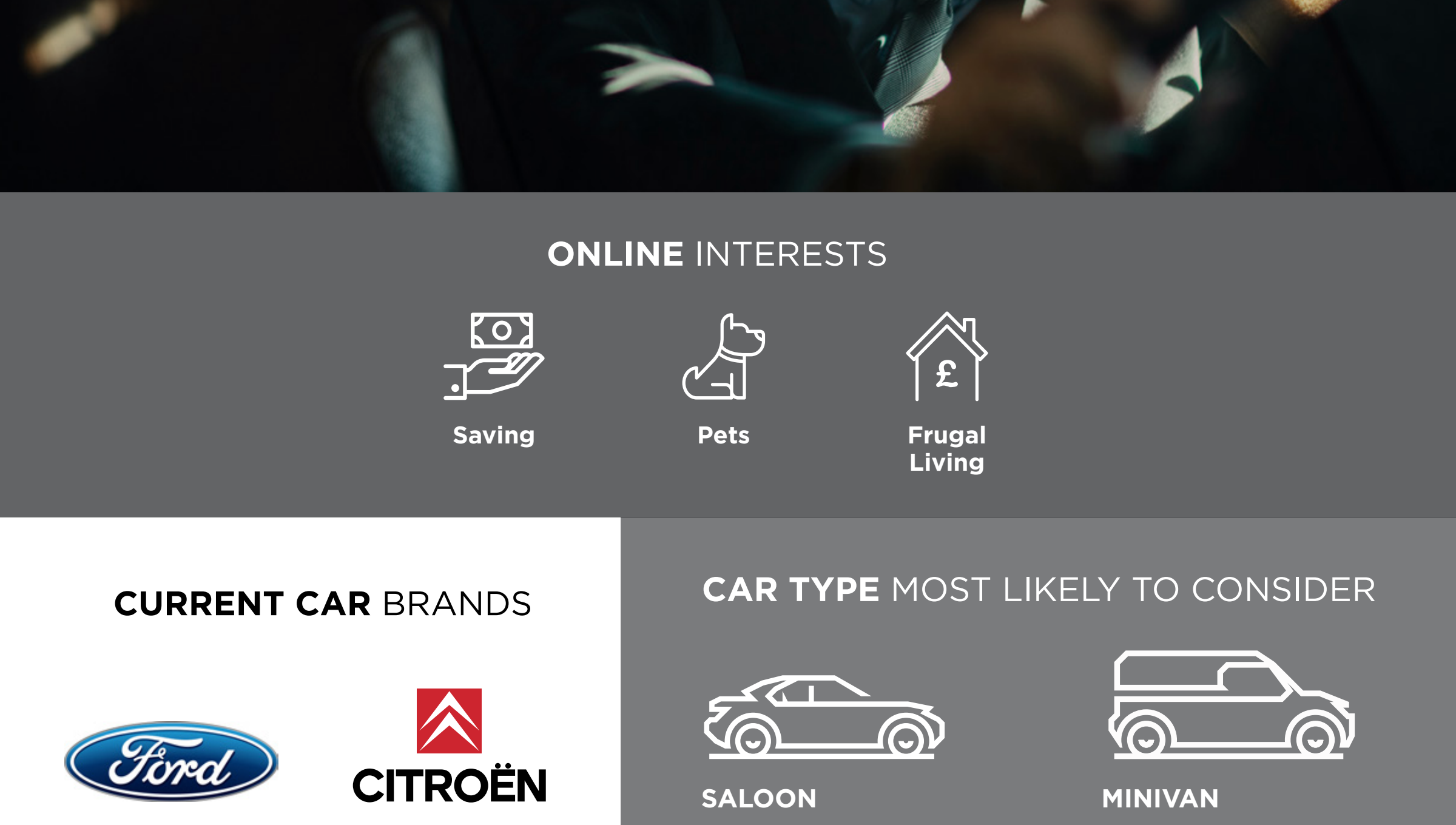


## TOP TIP

Connect by leveraging video ads across all devices, and focus your messaging on style and exclusivity with regards to design and tech features.

## THE PRACTICAL MIND

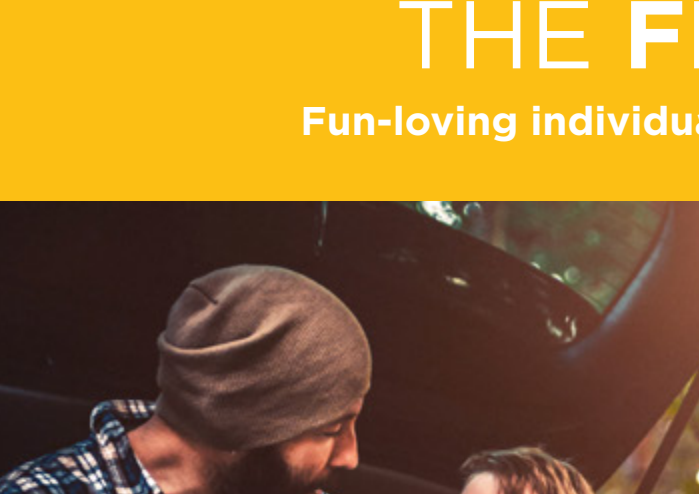
Down to earth and laid-back, driving is part of their active family life.



### ONLINE INTERESTS

- Food
- Music
- Winter Sports
- Sport
- Education

### CURRENT CAR BRANDS



### CAR TYPE MOST LIKELY TO CONSIDER



## 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.



### ONLINE INTERESTS

- Saving
- Pets
- Frugal Living

### CURRENT CAR BRANDS



### CAR TYPE MOST LIKELY TO CONSIDER



## 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.



### ONLINE INTERESTS

- Literature
- Music
- Travel
- Sport

### CURRENT CAR BRANDS



### CAR TYPE MOST LIKELY TO CONSIDER



## TOP TIP

Leverage light TV viewers in combination with video campaigns to enhance your communication strategy. Highlight messaging that focuses on the ease of travel when using special features like driver-assist.

## THE THRILL-SEEKING MIND

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



### ONLINE INTERESTS

- Sport
- Auto
- Racing
- Motor Sports

### CURRENT CAR BRANDS



### CAR TYPE MOST LIKELY TO CONSIDER



## 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.