



Imagine
the story you could tell.

The Six Strategic Roles in the Automotive Category




#1 Public Agenda

Public Agenda advertising is designed to raise the profile of a brand, issue or cause or to leverage a topic that's already being publicly debated.

**A CADILLAC WITH 12CM OF BALLISTIC ARMOUR,
ANTI-TANK GRENADE PROOF WINDOWS,
RUN-FLAT TYRES AND
CHEMICAL WARFARE PROTECTION?**

(COULD'VE JUST GOT A VOLVO.)

Volvo, for life

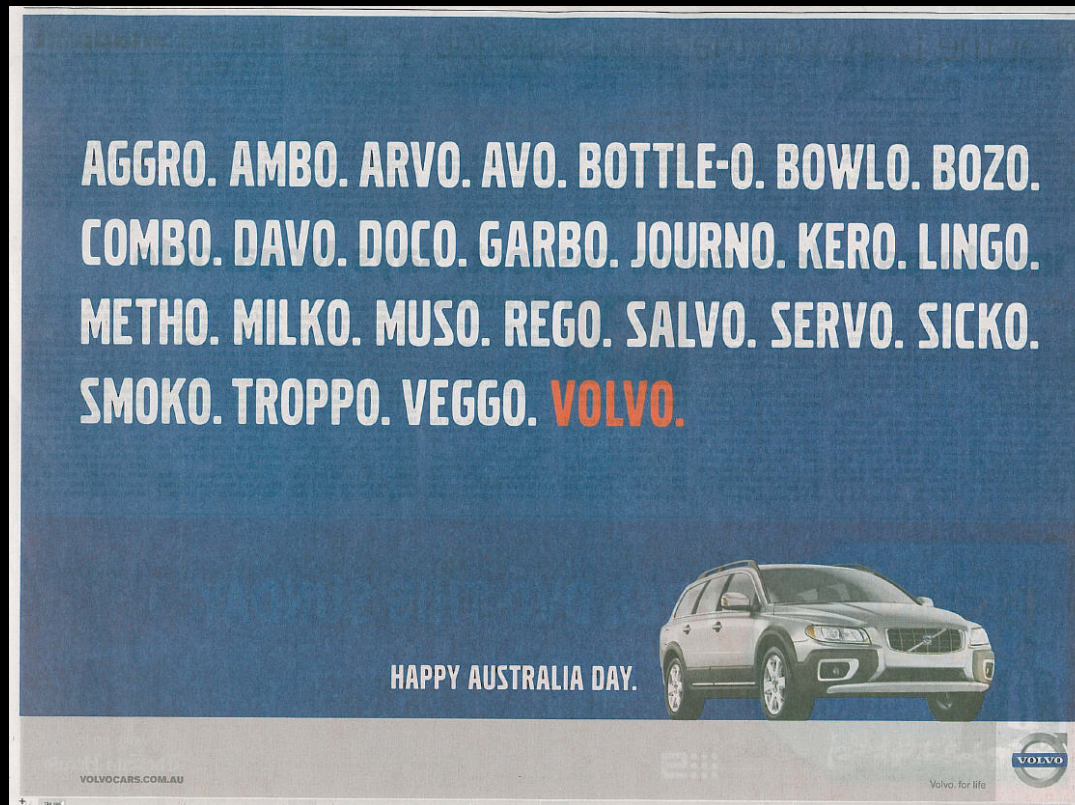


Volvo's response to extensive press coverage about George Bush's motorcade, which was specially flown in for the APEC Convention.

APEC Sept 2007

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AGGRO. AMBO. ARVO. AVO. BOTTLE-O. BOWLO. BOZO.
COMBO. DAVO. DOCO. GARBO. JOURNO. KERO. LINGO.
METHO. MILKO. MUSO. REGO. SALVO. SERVO. SICKO.
SMOKO. TROPPO. VEGGO. **VOLVO.**

HAPPY AUSTRALIA DAY.

VOLVOCARS.COM.AU

Volvo for life

The national obsession with nicknames and abbreviations used to associate the Volvo brand with all things Australian!

26th January 2008

#2 (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.



RACE WINNING DIESEL TECHNOLOGY THAT CARES FOR THE ENVIRONMENT. WHO WOULD HAVE THOUGHT?

peugeot.com.au/hdi

HDI DIESEL INTELLIGENCE. Peugeot's commitment to building a performance diesel engine that is environmentally friendly is two-fold. The technology behind the Peugeot 908 HDi FAP Le Mans racer can also be felt behind the wheel of our HDi diesel range. Its pioneering FAP particle filter system eliminates hazardous particles down to barely measurable levels, exceeding the stringent Euro IV emission standards. Combined with high pressure direct injection turbo diesel technology, the HDi also leads the way in diesel power, torque and fuel economy. Proving Peugeot's investment in diesel technology delivers for the performance enthusiast and the environmentalist alike.

ENGINEERED TO BE ENJOYED PEUGEOT

Challenging perceptions that a car can't be high performance as well as environmentally friendly.



#2 (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.



The advertisement features six Volkswagen Jetta cars parked in a modern, minimalist garage. Three cars are parked in the back row, and three are in the front row. The cars are in various colors: silver, blue, and orange. The garage has a concrete floor and a white wall. The sky is visible through the open garage doors, showing a blue sky with light clouds. The overall aesthetic is clean and sophisticated, suggesting a luxury environment.

Volkswagen Jetta. Not nearly as expensive as it looks.

With prices starting from just \$32,990*, you might want to own more than just one. Because just like a luxury car, each Jetta comes with outstanding safety features such as 6 airbags, Electronic Stabilisation Program (ESP) and rear parking sensors as standard. Plus, there's a range of powerful and fuel efficient petrol or turbo diesel engines to choose from. To find out more visit your Volkswagen dealer today.



(Re)positioning Volkswagen Jetta as a luxury car in terms of its styling and features, but still with the affordable price tag you'd expect .



#3 Affinity

Affinity advertising establishes emotional connections by mirroring the values or aspirations of readers.

YOGA? WASN'T HE IN STAR WARS?

It's getting harder and harder for the Aussie bloke. Drought, rising interest rates, petrol prices and worse, everything going all metro-sexual! Thankfully, there's one thing that hasn't gone pear-shaped. The new LandCruiser 70 Series Cab Chassis. With an all-new 4.5 litre V8 Turbo Diesel engine that delivers a massive 430Nm of torque-leading grunt and a potential fuel range of over 1,500km! And an even more legendary build quality, the only thing tougher is the choice. Workmate, GX or GXL? toyota.com.au

TOYOTA
Let's make a Meaning!

**LAND CRUISER 70 SERIES
NEWER. NOT SOFTER.**

Appealing to those who eschew the metrosexual and champion the retrosexual.



#3 Affinity

Affinity advertising establishes emotional connections by mirroring the values or aspirations of readers.



Everyone's journey is different.

Get out there
Live it up
Head down
Soak up the Sun
Get on home

Ford Focus Coupé-Cabriolet. From \$45,490.
For more info SMS 'Coupe' to 13 FORD.
*See road price of Ford Focus Coupé-Cabriolet including Dealer delivery and statutory charges.
**Standard SMS charges apply. SMS service not currently available on Vodafone or 3 networks.

ford.com.au

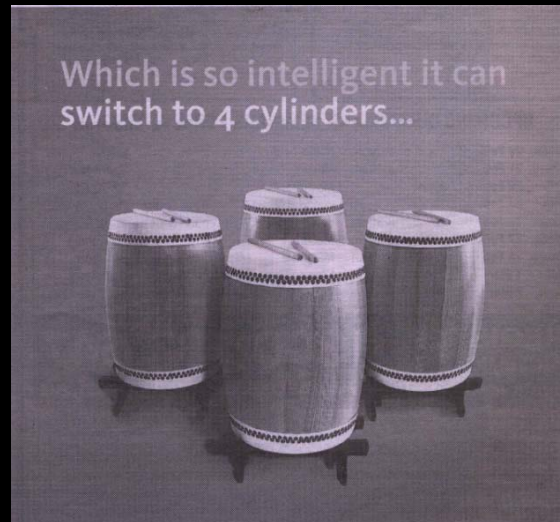


Acknowledging that people lead increasingly individualistic lifestyles, and need brands that provide the adaptability to meet their disparate and ever changing needs.



#4 Conveying Information

Conveying Information advertising provides new and additional content, be it breadth, depth or complexity.

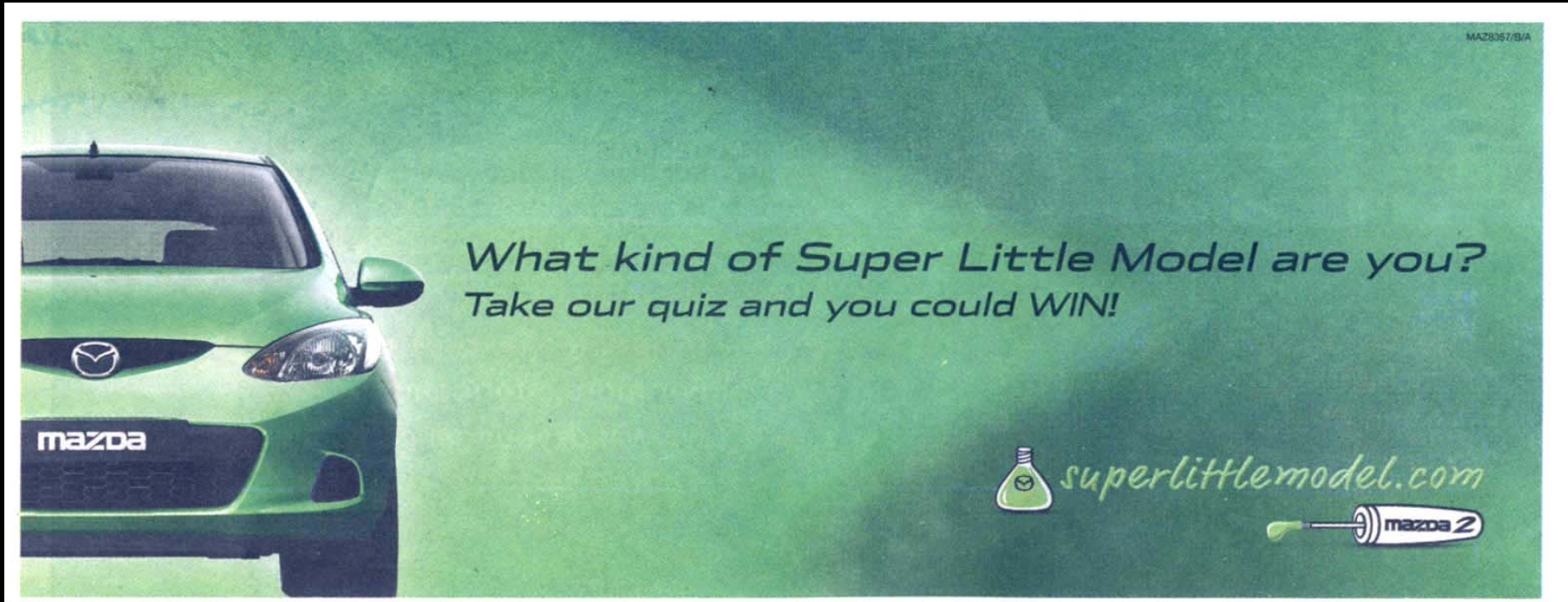


Using consecutive right hand pages, Honda Accord communicates its revolutionary 6-4-3 technology and creates anticipation for its launch.



#5 Call to Action

Call to Action advertising promises an unequivocal benefit the consumer can act on. It can also direct readers to another platform, such as the internet.



MAZ8357/BJA

What kind of Super Little Model are you?
Take our quiz and you could WIN!

superlittlemodel.com

mazda

mazda 2

The advertisement features a green Mazda car on the left side. The background is a solid green color. The text is in a dark green, sans-serif font. The website URL is in a light green, cursive font. There is a small Mazda logo on a green background next to the URL. The Mazda 2 logo is a white oval with a green outline and the text 'mazda 2' inside.

A chance to win , but only via the superlittlemodel website.

#5 Call to Action

Call to Action advertising promises an unequivocal benefit the consumer can act on, whether for sales, deals or direct-response based communication.

Ford deals to match any budget.



Fiesta XR4 from \$24,990:

Focus XR5 Turbo from \$36,490:

You don't need money to burn to drive a hot hatch from Ford.

Fiesta XR4 won *Motor* magazine's 2007 'Bang for your Bucks' award for cars under \$30,000. Focus XR5 Turbo is also hot value, with 166kW of turbo power plus a 6-speed transmission and 18" alloy wheels! Proof that you don't need a lot of bread to make other cars toast. **For more info SMS 'Hot' to 13 FORD:**

ford.com.au



*Recommended retail price of Fiesta XR4 excluding Dealer delivery and statutory charges. Vehicle shown with optional overhead stripes (RRP \$300). #Recommended retail price of Focus XR5 Turbo excluding Dealer delivery and statutory charges. Vehicle shown with optional premium colour (RRP \$1,800). !Set of four. *Standard SMS charges apply. SMS service not currently available on Vodafone or 3 networks.

#6 Extension

Extension advertising reminds you about a brand by repeating or developing established messages from television.

End frame from the Skoda TVC, using the sand car mnemonic.



SIMPLY CLEVER



Škoda Auto. Now on Australian shores.

Skoda has arrived with a reputation for building quality cars. Recognised throughout Europe for safety, reliability and design, Skoda was named 'Top Manufacturer 2006' by UK's Top Gear Magazine. As part of The Volkswagen Group since 1991, it's easy to see why the industry's toughest critics are predicting similar success here in Australia. Find out for yourself why people are calling Skoda the 'Manufacturer of Happy Drivers'. Get into an Octavia or Roomster today.

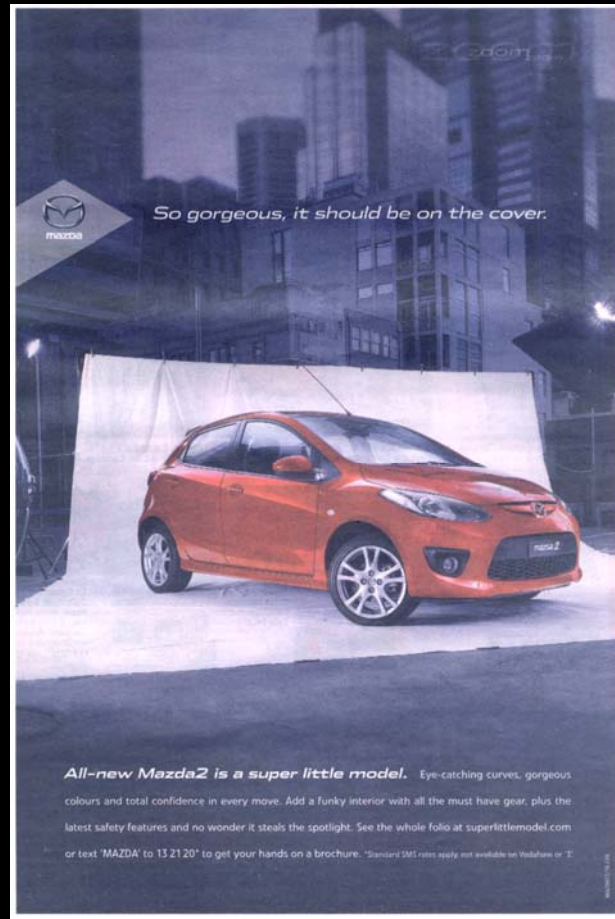
Call 1800 607 482 for a test drive or visit skoda.com.au

8000414318

#6 Extension

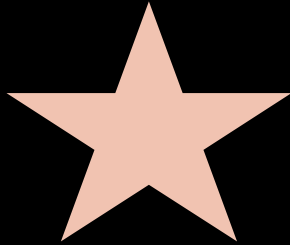
Extension advertising reminds you about a brand by repeating or developing established messages from television.

Key frame from the corresponding TVC.





Consumers welcome newspaper advertising more than any other medium.



Consumers consider newspaper advertising the most believable of all.



Consumers are more likely to act on newspaper advertising than any other source.



*Newspapers provide the platform and environment
for advertising messages to:*

*provoke reactions,
stimulate debate,
challenge conventional thinking,
establish strong emotional connections,
convey complex messages,
deliver the essence of a campaign and
change consumer behaviour.*

