

A decorative graphic on the left side of the page. It features several thick, light-colored, flowing lines that curve and loop. To the right of these lines is a starburst or dandelion-like shape composed of many thin, radiating lines, some ending in small dots. A long, thin horizontal line extends from the base of this starburst towards the right, passing under the text.

CATALYST

INTERACTIVE ADVERTISING AWARD



Welcome to the 2008 Catalyst Awards

Dillon McDonald

Chief Operating Officer, Jumpstart Automotive Media

Prospering in a **Down** Economy

The Perfect Storm

Marketing in a Down Economy, *The Perfect Storm*

The Credit Chokehold. How bad will it get?

- One trillion in credit has “vaporized”.

Housing values continue to plummet.

Foreclosures rose 93% in June, 179,599 reported.

Dow Jones Industrial Index off 22.5% from 52 week high.

778 point drop is largest single day drop

1.2 trillion single day loss in value

Consumer Confidence Index hits 50.4, an all-time low.

September improves slightly to 59.8.

Gas prices continue at near record levels.

Marketing in a Down Economy, *The Perfect Storm*

September sales worst in 15 years.

964,873 sales reported.

12.5 SAAR, 14.1 YTD.

Ford loses \$8.7 billion and cuts advertising by \$200 million.

GM loses \$15.5 billion, slashes employment, cuts advertising.

Dealer profitability drops .3% to under 1.5% ROS.

New car departments have lost money for three consecutive years.

Marketing in a Down Economy, *The Perfect Storm*

So, What's Happening?

Buyers are migrating from trucks to cars:

Pickup sales off 25.0%

Full-size SUVs off 30.9%

Total sales YTD off 12.8%

Momentum is accelerating

Estimates dip below 14.0M

What's Moving: U.S. Auto Sales

Kicking the tires

Sales of cars and light trucks in the U.S. retail market; in millions of units at seasonally adjusted annual rate.



Source: WSJ.com

Marketing in a **Down** Economy

It's all about:

*Reaching the Right Audience,
at the Right Time,
With the Right Message.*

Marketing in a Down Economy, ***The Right Audience, at the Right Time***

80% of car shoppers use the Internet - we can reach all of them

We reach them while they're actively shopping

We achieve optimal frequency for improved message retention

We can target by:

- Category
- Make
- Model
- Retention
- Conquest
- Geographic area
- Behavior

We can reach our audience throughout the shopping cycle

Marketing in a Down Economy, *The Right Message*

Messages that connect,

Messages that resonate,

Messages that provoke action,

Messages that move shoppers closer to becoming buyers.

It doesn't matter if you're speaking with the right audience if you don't have a message that is meaningful to them!



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INTERACTIVE ADVERTISING AWARD



Catalyst Award Winners

Eve Maidenberg

Senior Director, Creative Services, Jumpstart Automotive Media



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INTERACTIVE ADVERTISING AWARD



Best Local Display Ad



Best Local Advertisement

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INTERACTIVE ADVERTISING AWARD





Best Local Advertisement
Burt Automotive's History

Agency - Marketing Department
Client - Burt Automotive

Credits:

George Magda, Director of Marketing
Kingdom Productions, Editing



Best Site Redesign

find your car

make & model

all makes 

all models 

price range

min. price

max. price

year


min. year

max. year

advanced search 

zip code (required)


enter a zip code

40 mile radius 

certified search 

Narrow Search By:

- price included
- photos included


find my car 

sell your car

Selling is easy on AutoExtra.com

Give your vehicle extra exposure. Place an ad in front of our millions of car shoppers!



sell my car 

new car research

Get prices, reviews and information in the New Car Research Center

[> research new cars](#)



accessories and parts

Make it your own with our millions of auto accessories and parts

[> find accessories and parts](#)



shopping resources

[> CARFAX](#)

CARFAX Vehicle History

[> auto finance](#)

Get a quote on a loan and check your credit.

[> insurance](#)

Compare free quotes on insurance in your area.

[> payment calculator](#)

See how much car you can afford.

popular rides



[Kia Sephia](#)



[Honda Civic](#)



[Toyota MR2](#)

[Ford Mustang](#)

[Honda Accord](#)

[Jeep Wrangler](#)

[Chevrolet Sil...](#)

[Toyota Camry](#)

[Chevrolet Impala](#)

[Volkswagen Be...](#)

[Ford Ranger](#)

[Chevrolet Cor...](#)

Over 1.3 million used cars for sale



Shop in the palm of your hand with

AutoMart Mobile





Best Site Redesign

AutoExtra.com

**Design Team - AutoExtra.com
(Cox AutoTrader/AutoMart)**

Credits:

Design Team at AutoExtra.com



Best Interactive Video Campaign



The AMG 360° Videos



Mercedes-Benz

Mercedes-AMG.com

MBUSA.com

Receive Updates

⏮️ SOUND ON/OFF



Best Interactive Video Campaign

Mercedes-Benz 2008 AMG 360

Agency - Critical Mass

Client - Mercedes-Benz (USA)

Credits:

Brittany Parent, Project Coordinator
Chris Davis, Quality Assurance Specialist
Enrique Ottone, Sr. Motion Designer
Jodi Styner, Copy Editor
Len Kendall, Media Manager
Michael McGrath-Sing, Art Director

Philip Lieberman, Sr. Account Manager
Robert Tsang, Designer
Timothy Cheung, Project Manager
Tom Hartmann, Media Coordinator
Warren Carino, Sr. Account Manager



Best Rich Media Campaign



Best Rich Media Campaign

Iron Man, Audi AG

Agency - Factory Design Labs

Client - Audi

Credits:

Grant Davis, Lead UI Developer
Ryan Boyajian, Senior UI Developer
Justin Gitlin, Lead UI Developer
Sean Dougherty, UI Director
Todd Heinze, Senior UI Developer

Kris Collins, UI Developer
Hoshi Ludwig, Art Director
Andrew Price, Creative Director
Ryan Policky, Senior Multimedia Director
Brandon Wheatley, Art Director



Most Innovative OEM Digital Campaign



facebook

Email:

Password:

Remember me

Login

Forgot Password?

Everyone Can Join

Sign Up

Sign Up Sign up for Facebook to see more and connect with MINI USA. Already a Member? Login

MINI USA [Browse more Products](#)

MINI USA

Minimalism

MINIMALISM

To learn more about the global MINI philosophy of doing more with less, click here.

I Calculated My Carfun Footprint!

What's Yours?

Share on Facebook

DRIVE LIKE THERE IS A TOMORROW.

Your Carfun Footprint™ is a measure of how much fun your car is versus its impact on the environment. Determined by using a real equation, real facts and real math, it is, in fact, a real number. And the 37-MPG* MINI Cooper has the best Carfun Footprint on the road.

MINI COOPER

10 10 10 10 10

10,000 BONUS

ELIEMANIA

MINI

CONTROLS:

Launch Ball:

Left Door: Right Door:

< CLOSE

A vertical interactive game interface. At the top, five '10' icons are arranged in a row. Below them is a car (MINI SUV) in a futuristic, metallic environment with various mechanical parts and a glowing orange light. The word 'ELIEMANIA' is written in large, stylized letters. At the bottom, there is a 'CONTROLS' section with a 'Launch Ball' button labeled 'HOLD SPACEBAR & RELEASE', and 'Left Door' and 'Right Door' buttons with corresponding icons. A 'MINI' logo is also present. At the very bottom, there is a '< CLOSE' button.



Most Innovative OEM Digital Campaign

Zig Zag Zug

Agency - Butler, Shine, Stern & Partners

Client - MINI USA

Credits:

Lynda Richardson, Media Director

Sankar Patel, Associate Media Director

Dave Pierotti, Associate Media Director

Todd Levy, Media Supervisor

Kevin Greenberg, Media Supervisor

Nancy Jeng, Media Planner

Vivien Ku, Assistant Media Planner



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