



J.D. POWER
AND ASSOCIATES®

Automotive Internet Roundtable
October 7-9, 2008 | Bellagio Resort | Las Vegas, NV

UGC, CGC, CGM, Social Media...

***What the @\$%! is all this stuff anyway...
and why do we care?***



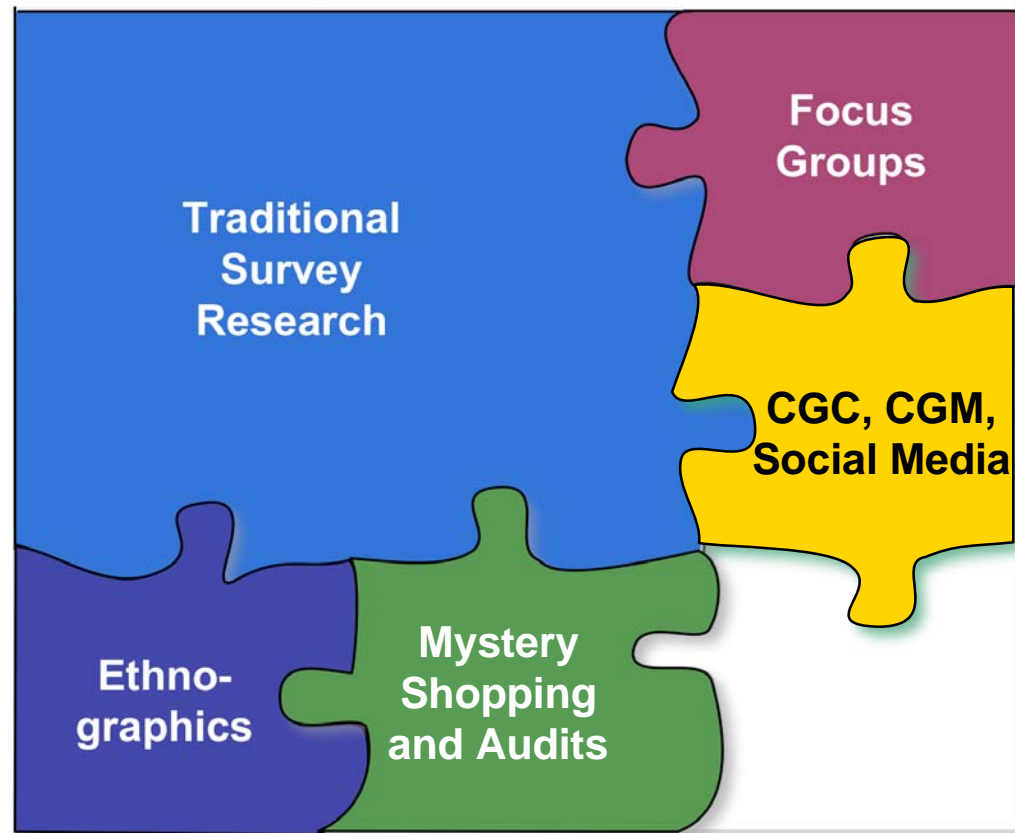
What is it?

Online applications, platforms and media which aim to facilitate interaction, collaboration, and sharing of content.

- Blogs
- Message boards
- Chat rooms
- Opinion sites
- Photo sharing
- Video sharing
- Texting
- Online Communities
- Social Networks
- Microblogs

How does it fit?

**Voice
of the
Customer
(VOC)**



Why should we care?

- **A Large and Growing Population**
 - Over 180 million people currently maintain a blog
 - Over 40% of us read blogs
 - Over 120 thousand blogs are created every day

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 - **Unaided, natural conversations**
 - **Rich in content: products, services, challenges, needs**

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 - Rich content: products, services, challenges, needs
- **In Real Time**
 - There are 900,000 new blog posts every day



“I don’t want to miss the boat...”

“I need to...

- **Start blogging!**
- **Seed those message boards!**
- **Send some influencers my new products!**
- **Find unhappy customers, make them feel better!**
- **Get consumers to create my ads for me!**

... right!?!”

Engaging = Swimming with Sharks

Be careful:

“Wal-Mart's strategy to repair its public image through the blogosphere has resoundingly backfired.

News like this makes the company sound sneaky and underhanded, out to launch the equivalent of a corporate propaganda campaign, which of course fires up Wal-Mart's detractors even more.”

<http://www.fool.com/investing/general/2006/03/07/walmarts-blogging-blunder.aspx>

Engaging = Swimming with Sharks

"I'm not sure how to feel about this one. Ford is saying they're making **BOLD MOVES**, but where's the substance to back it up?"

Look at [REDACTED] a company that's truly made a **HUGE** turnaround over the last few years, building great cars that are kicking butt on safety and reliability, and look good. [REDACTED] is making bold moves and letting the results speak for themselves."

http://www.randomculture.com/random_culture//ford_bold_moves.html

<http://www.web>

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chevy tahoe - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?q=chevy+tahoe+&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&

chevy tahoe - Google Search

[Chevrolet Tahoe - Wikipedia, the free encyclopedia](#)
The **Chevy Tahoe** Limited Edition was offered for the 2000 model year, but based on the first generation model platform. The **Tahoe** Limited was produced for ...
en.wikipedia.org/wiki/Chevrolet_Tahoe - 67k - [Cached](#) - [Similar pages](#)

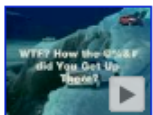
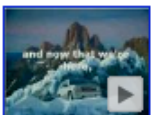
[Chevrolet Tahoe - Edmunds.com](#)
Few SUVs since the mid-1990s have been as popular as the Chevrolet **Tahoe**, and it's not hard to see why.
www.edmunds.com/chevrolet/tahoe/review.html - 58k - [Cached](#) - [Similar pages](#)

[2007 Chevrolet Tahoe Pricing and Information](#)
2007 Chevrolet **Tahoe** Pricing and Information at Edmunds.com.
www.edmunds.com/chevrolet/tahoe/2007/index.html - 59k - [Cached](#) - [Similar pages](#)

[2008 Chevrolet Tahoe Overview - AOL Autos](#)
Research the 2008 Chevrolet **Tahoe** photos, reviews, specs and pricing before you buy at AOL Autos.
autos.aol.com/chevrolet-tahoe-2008:9316-overview - 34k - [Cached](#) - [Similar pages](#)

[2009 Chevrolet Tahoe | New Chevy SUVs — Yahoo! Autos](#)
2009 Chevrolet **Tahoe** — Yahoo! Autos. Read reviews, view specifications & pictures, get dealer price quotes & compare the new '09 **Chevy** suv model with other ...
autos.yahoo.com/chevrolet_tahoe/ - 119k - [Cached](#) - [Similar pages](#)

Video results for [chevy tahoe](#)

	YouTube - Chevy Tahoe SUV God 44 sec www.youtube.com		YouTube - Chevy tahoe commercial parody 30 sec www.youtube.com
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Searches related to: **chevy tahoe**

used chevy tahoe	chevy tahoe parts	2005 chevy tahoe	2006 chevy tahoe
2003 chevy tahoe	1999 chevy tahoe	chevy tahoe forum	gmc yukon

Goooooooooooooogle ▶
1 2 3 4 5 6 7 8 9 10 [Next](#)

Done





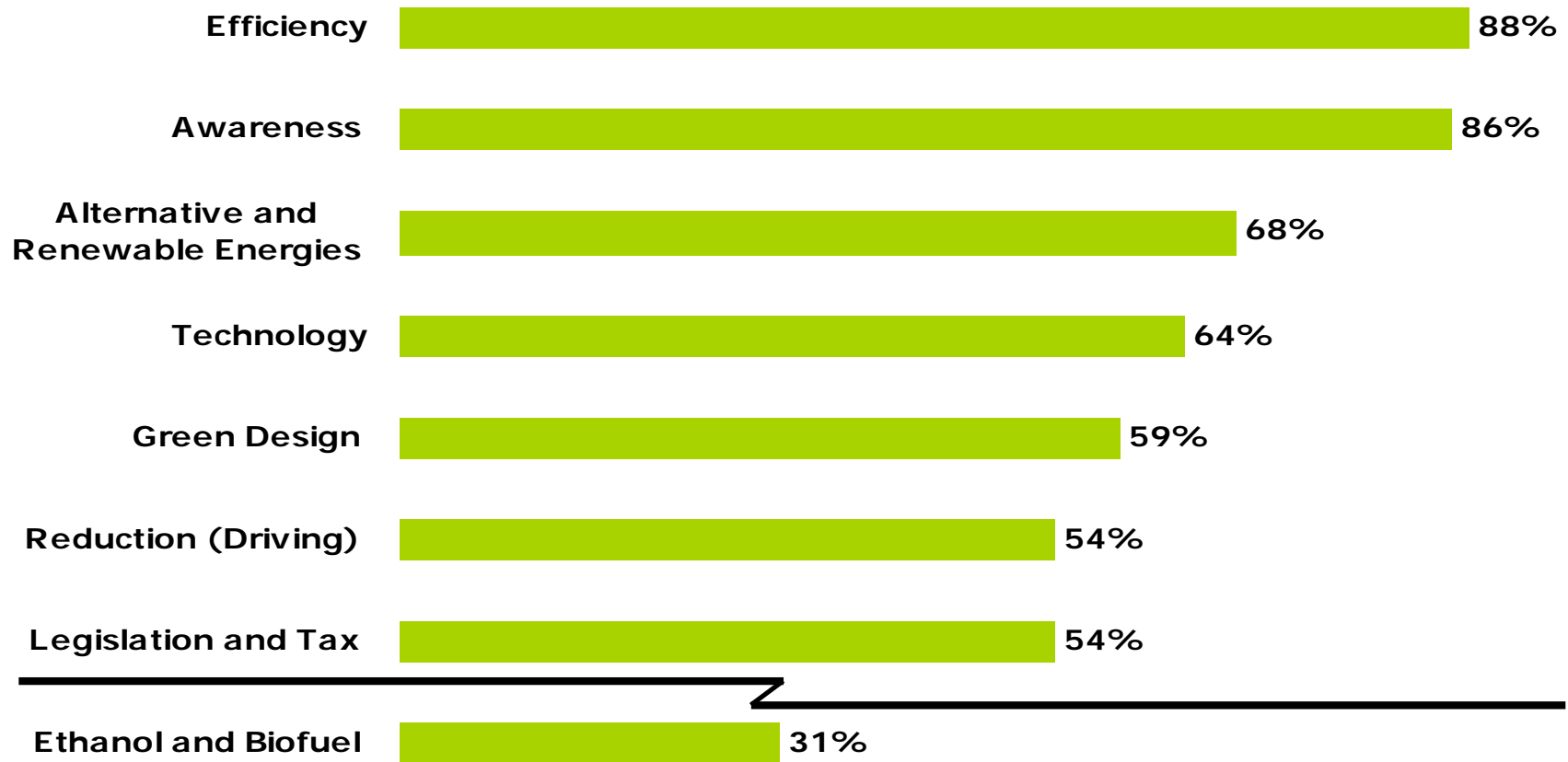
Listen and learn first

- What are consumers saying?
- What's working?
- What's not working?
- What's happening
- What's going to happen?

What's working?

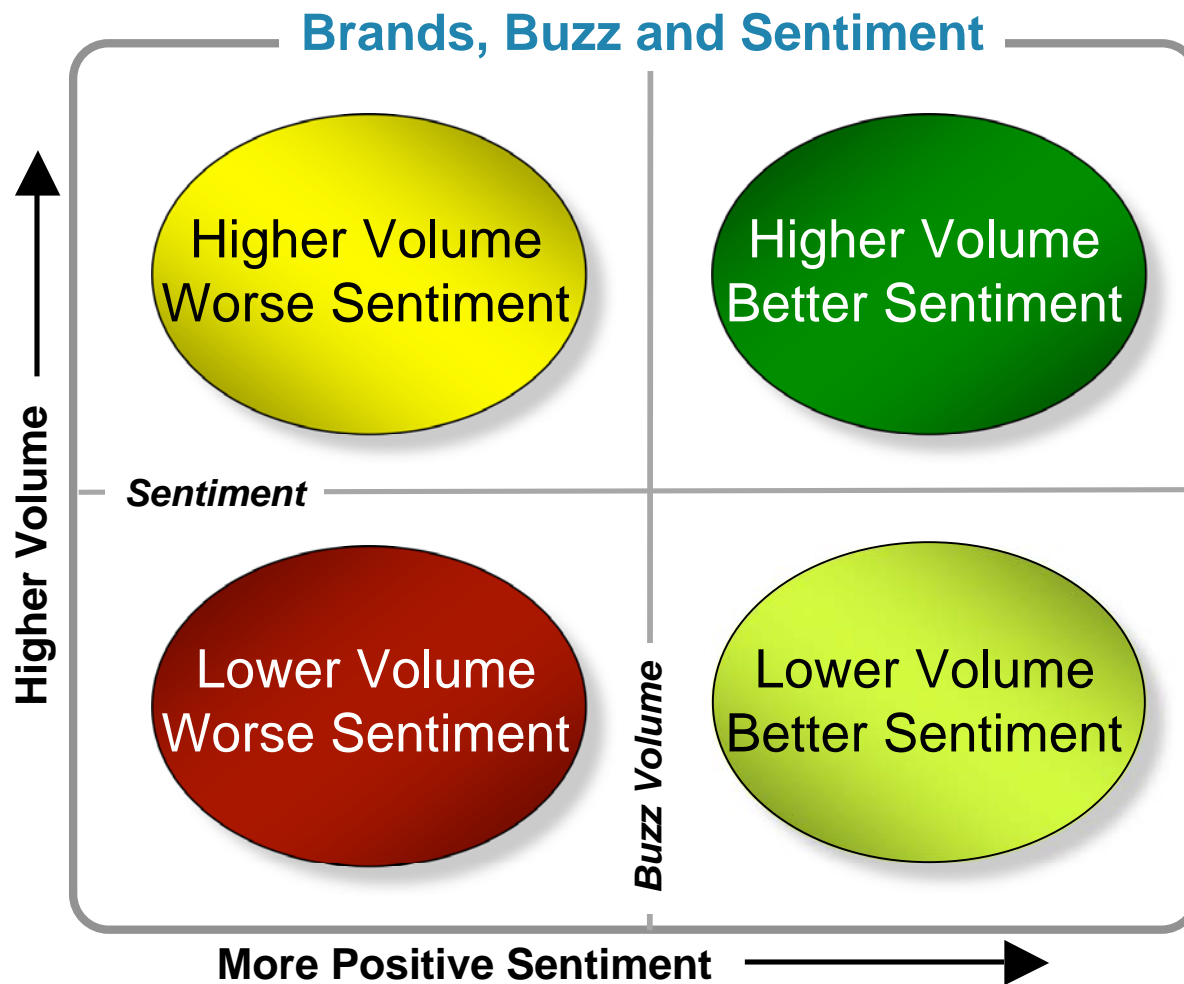
Most Advocated Automotive Solutions to Sustainability Concerns

Positive Sentiment



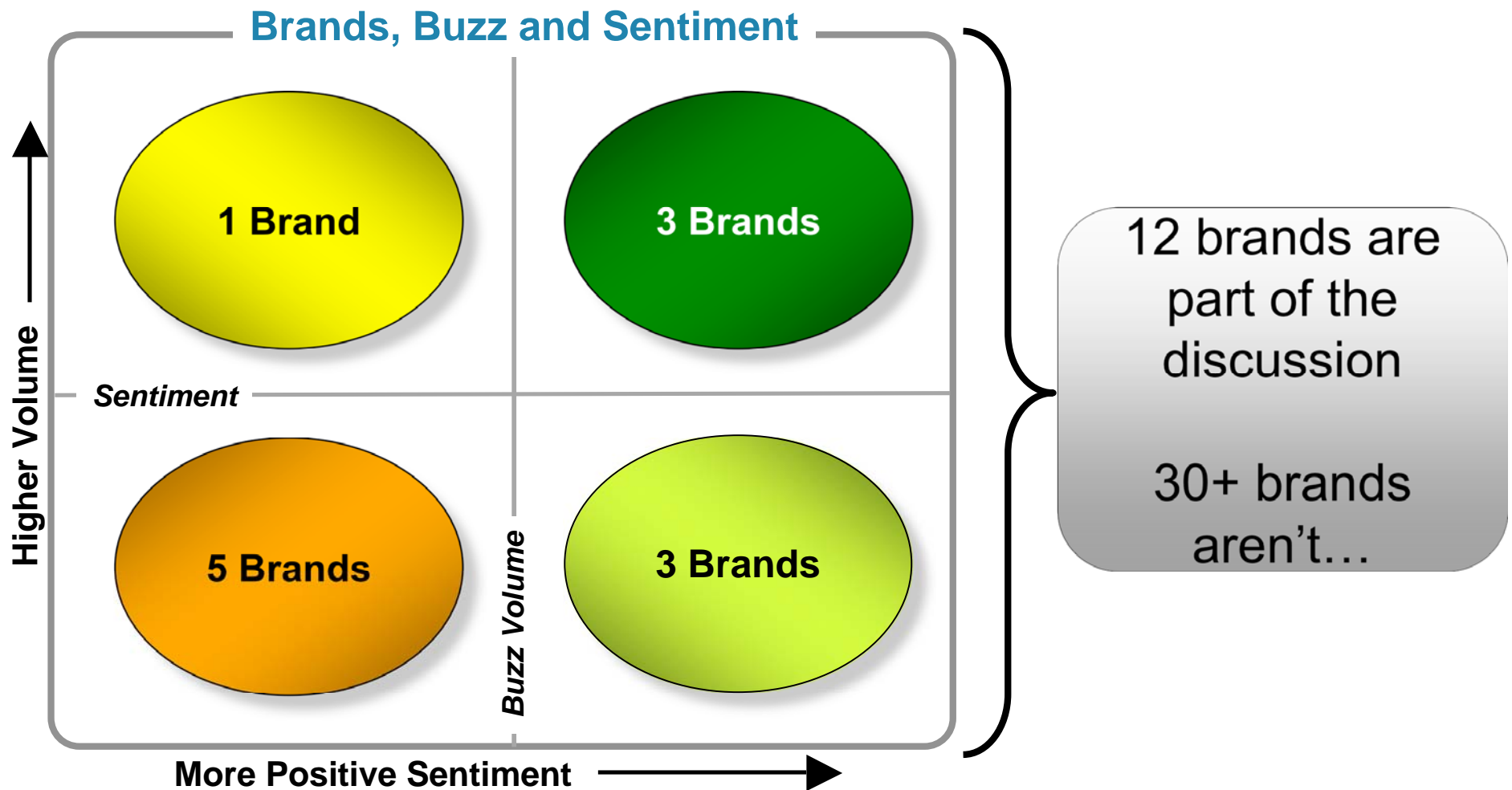
What's NOT working?

Auto Brands and Sustainability



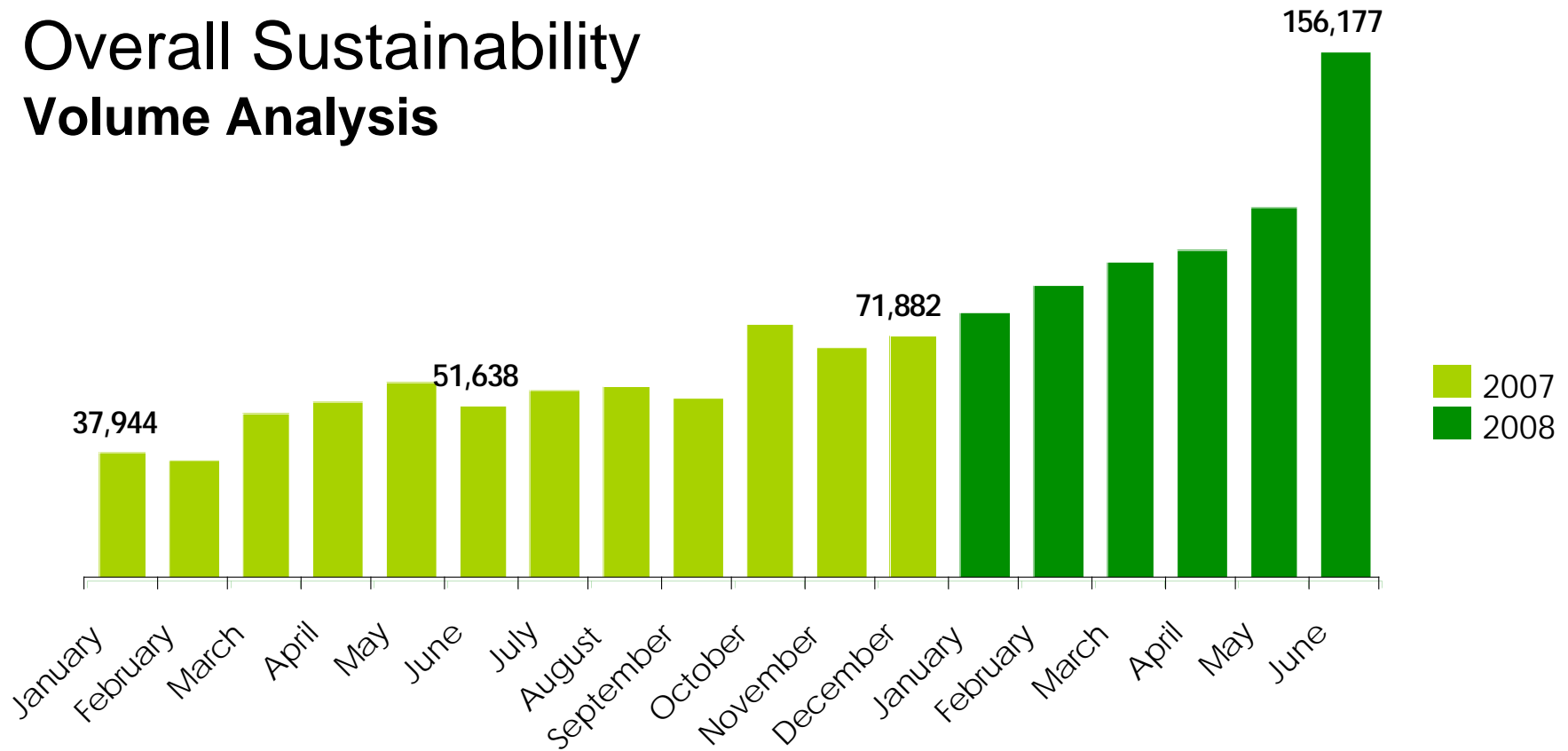
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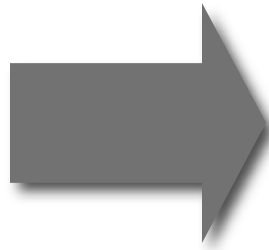
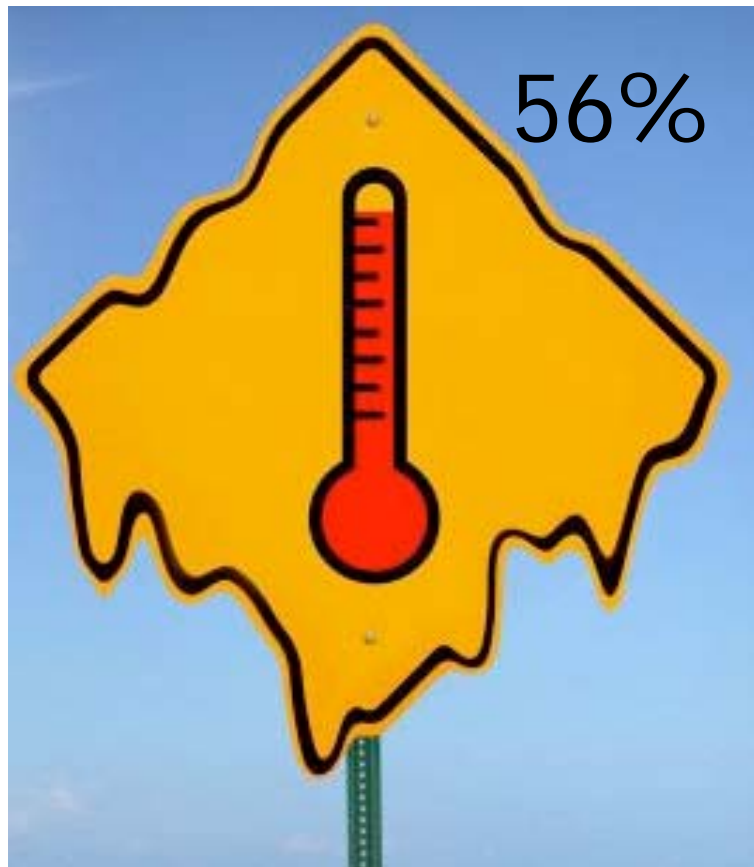
What's happening?

Overall Sustainability Volume Analysis



What's happening?

2007: Debating the Issue

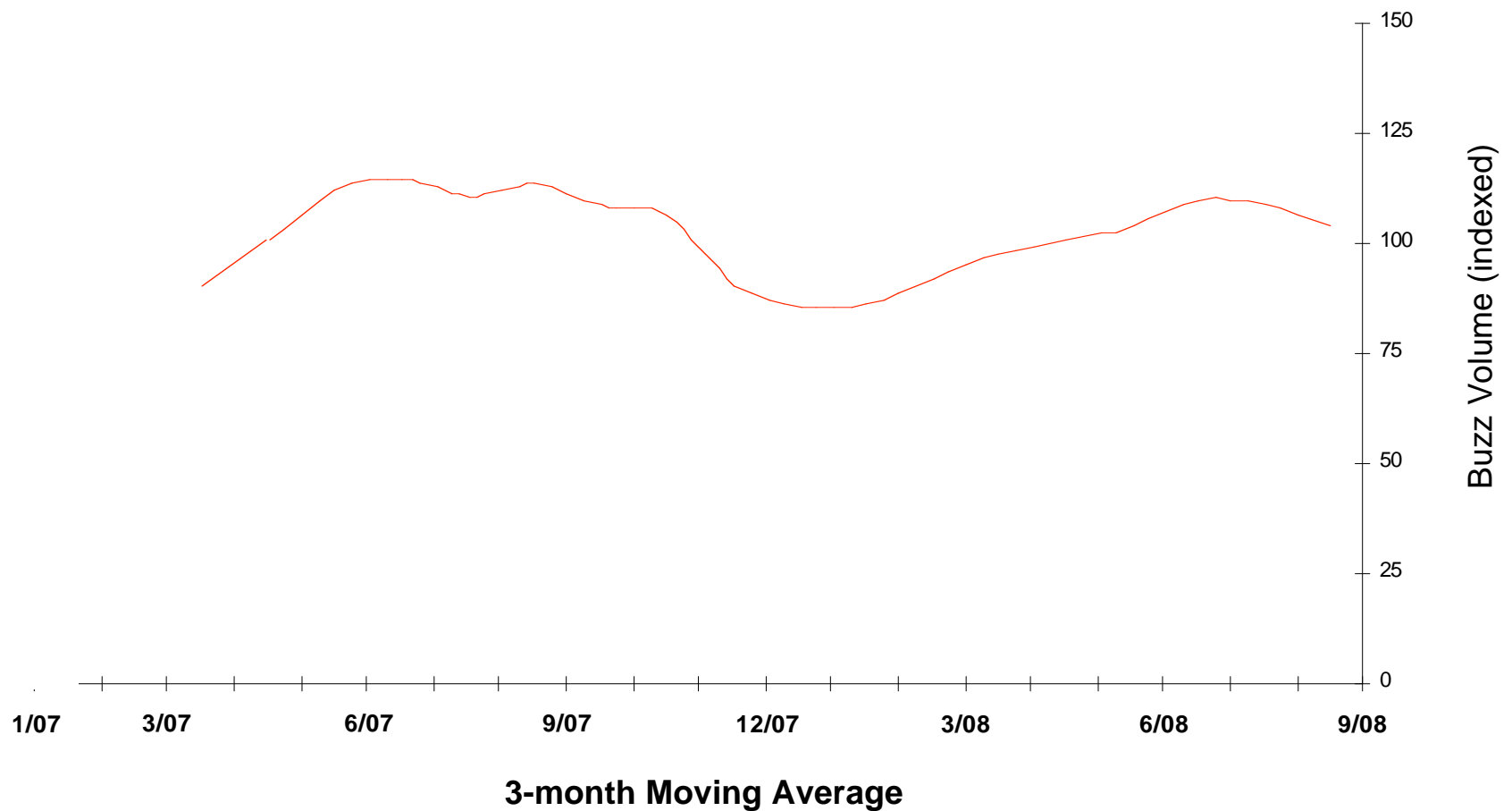


2008: Debating the Solution



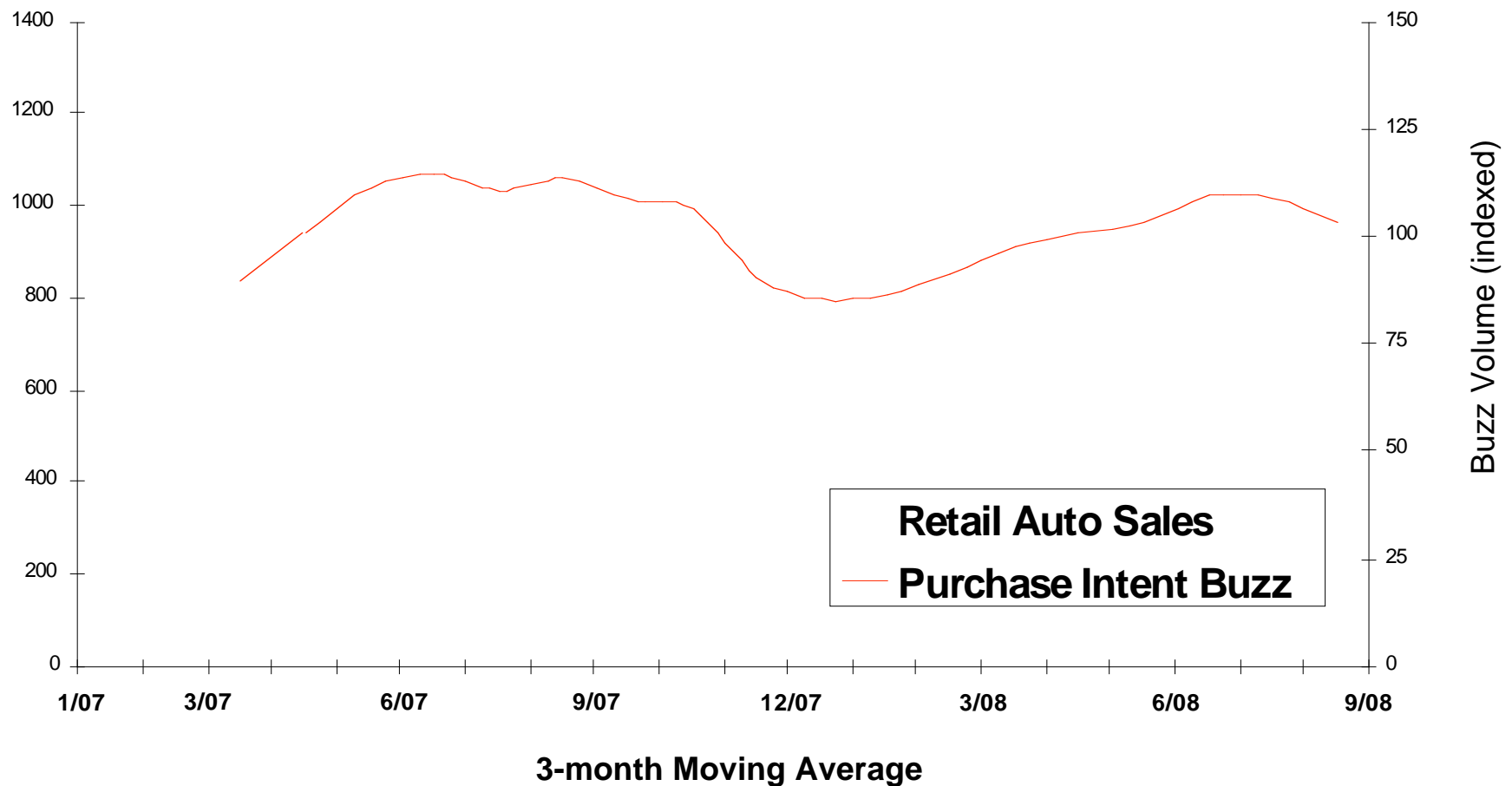
What's going to happen?

New Vehicle Purchase Intent "Buzz"



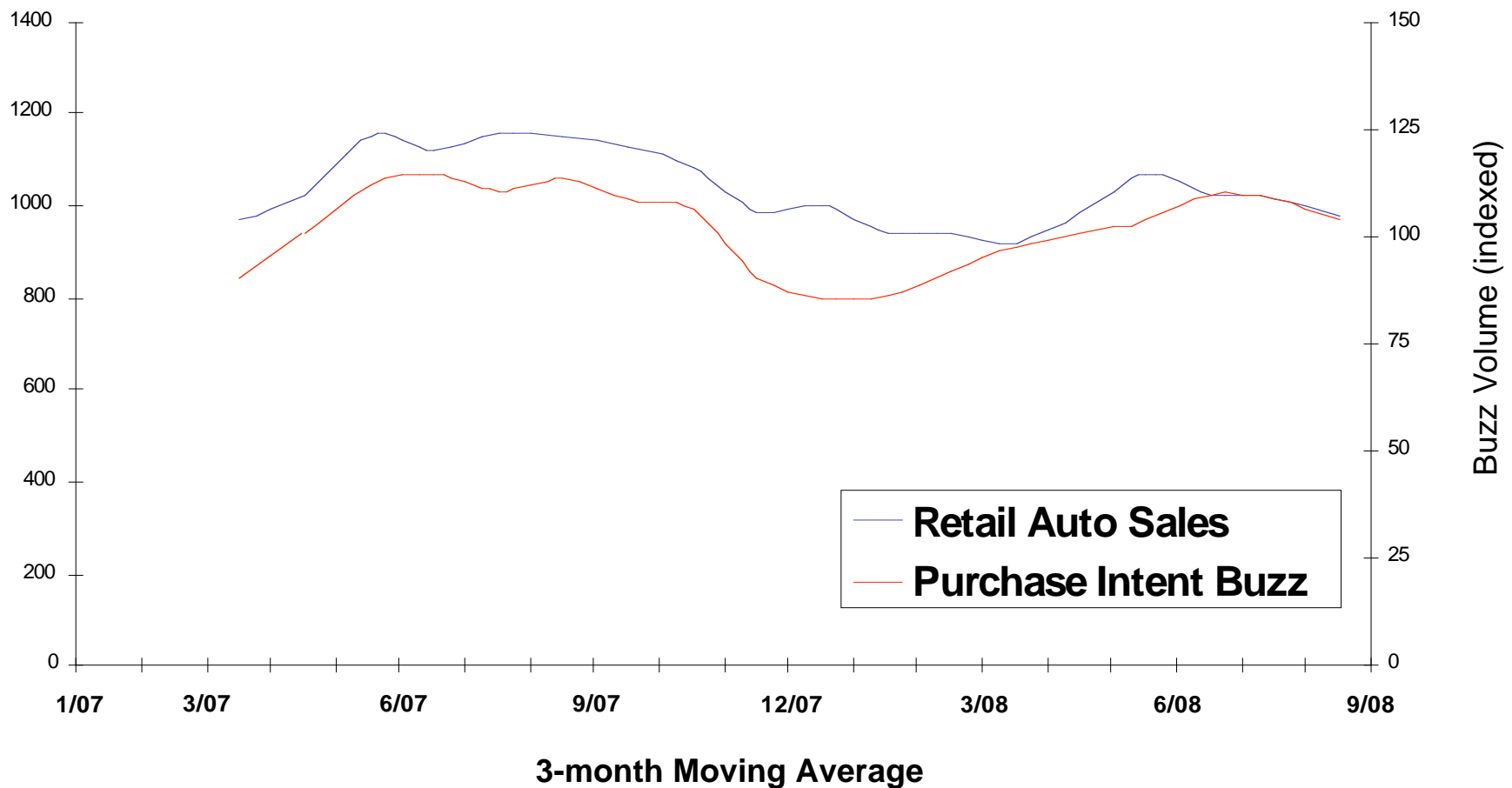
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Let's Overlay Actual Retail Sales Volume



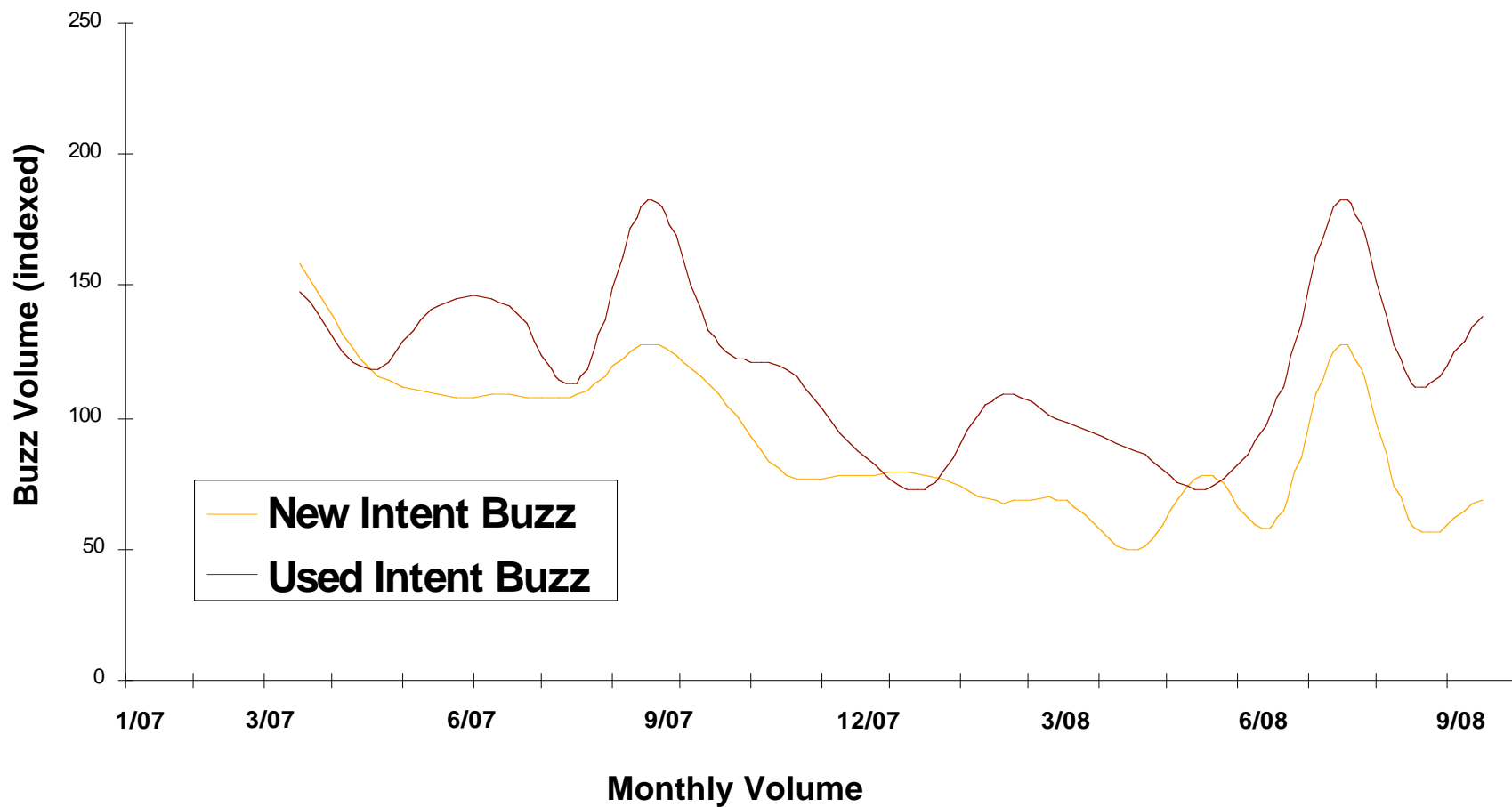
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Retail Sales Volume vs. Vehicle Purchase Intent "Buzz"



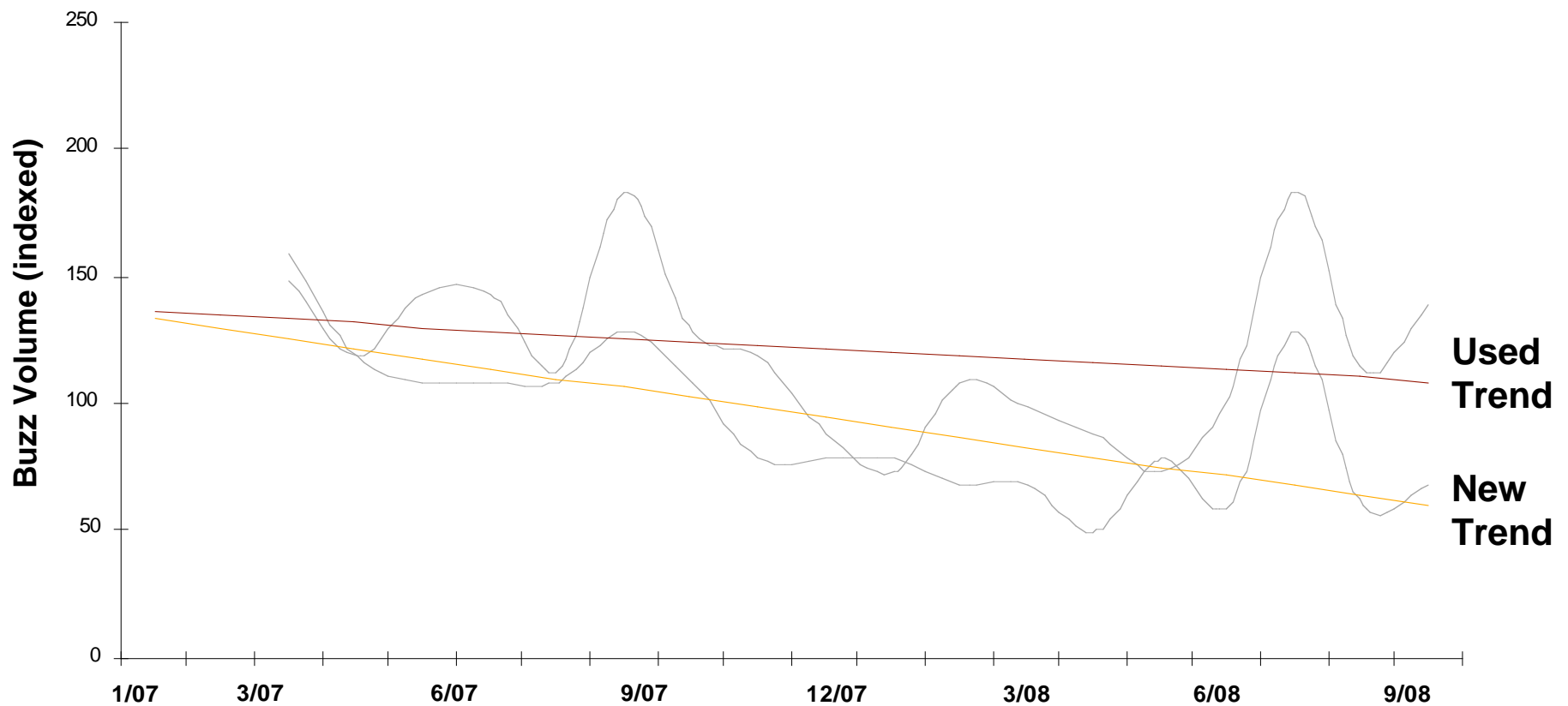
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New Purchase Intent "Buzz" vs. Used Purchase Intent "Buzz"



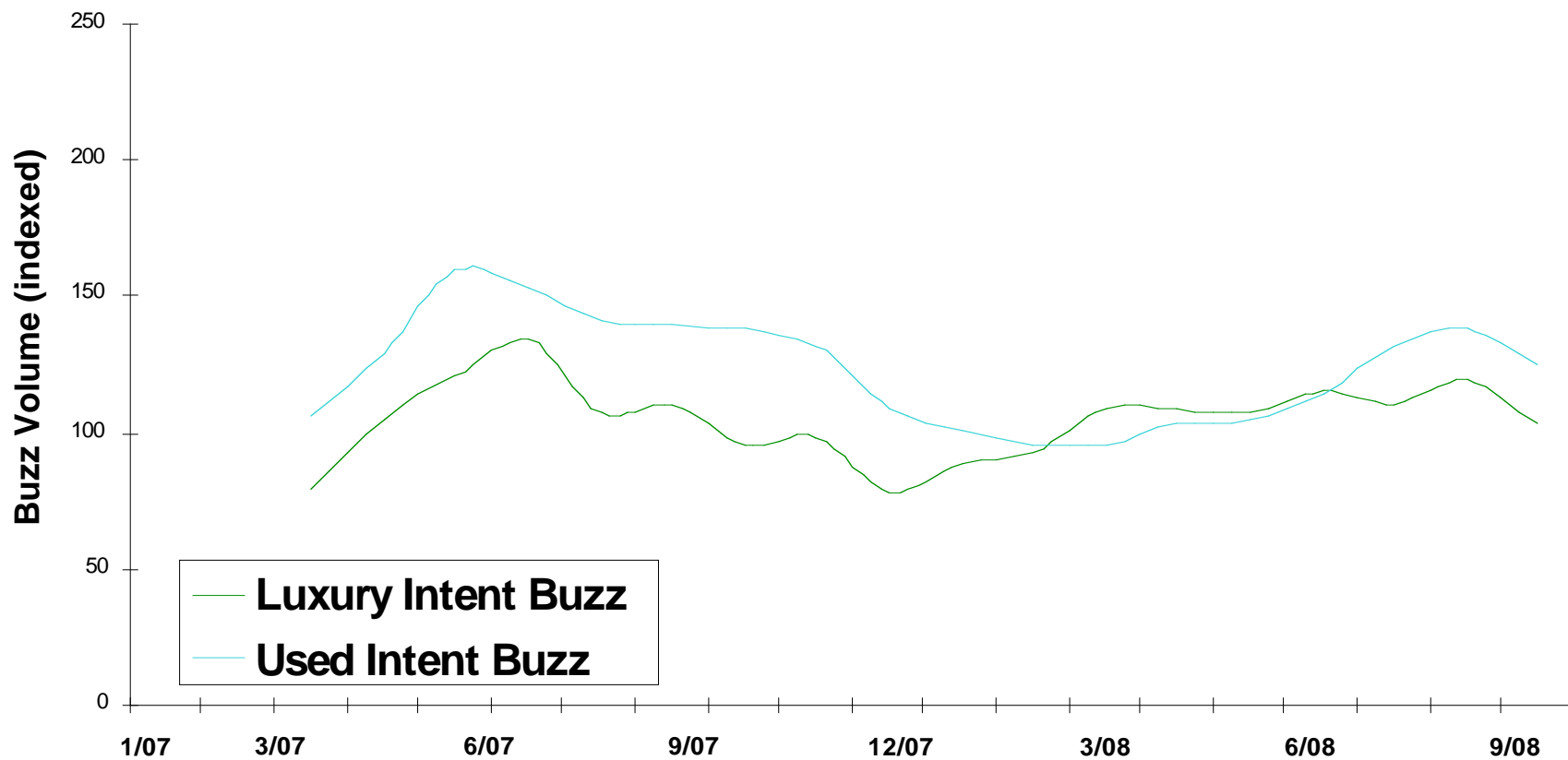
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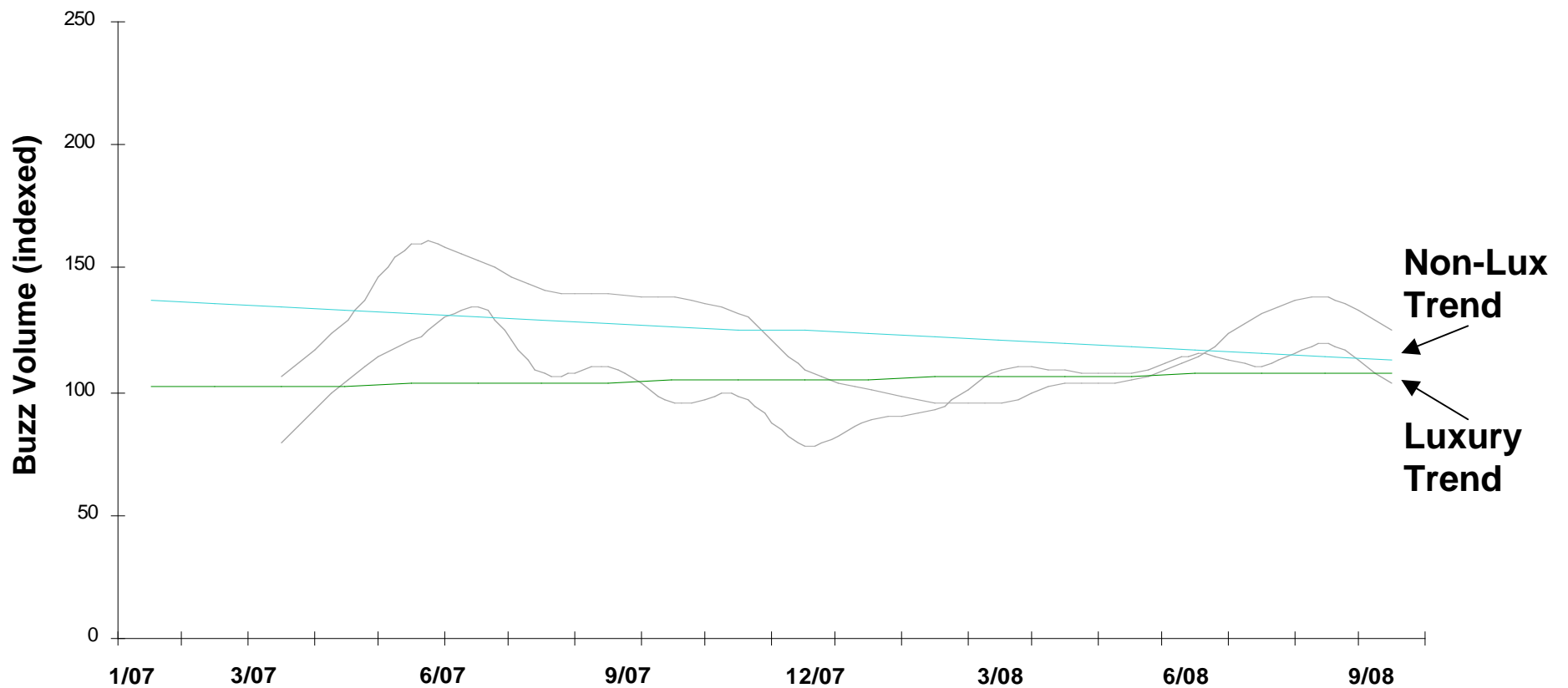
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Luxury Purchase Intent "Buzz" vs. Non-Luxury Purchase Intent "Buzz"



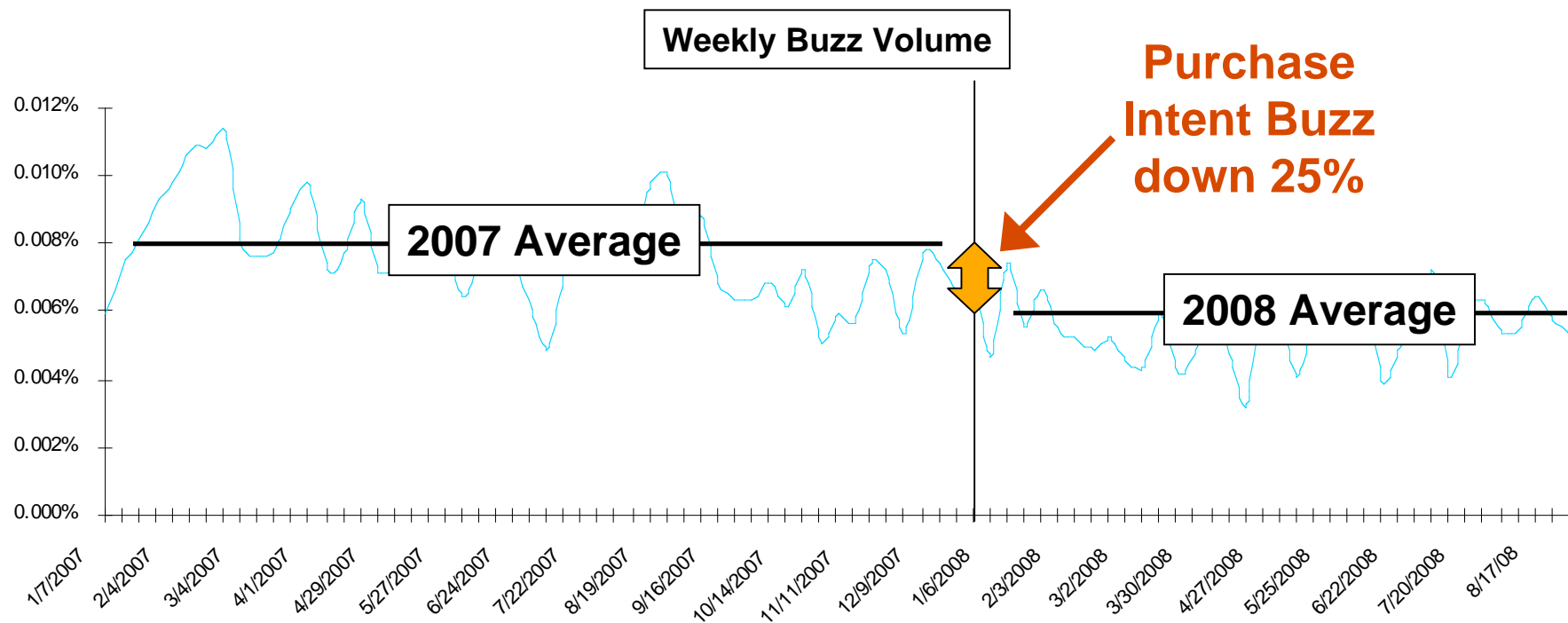
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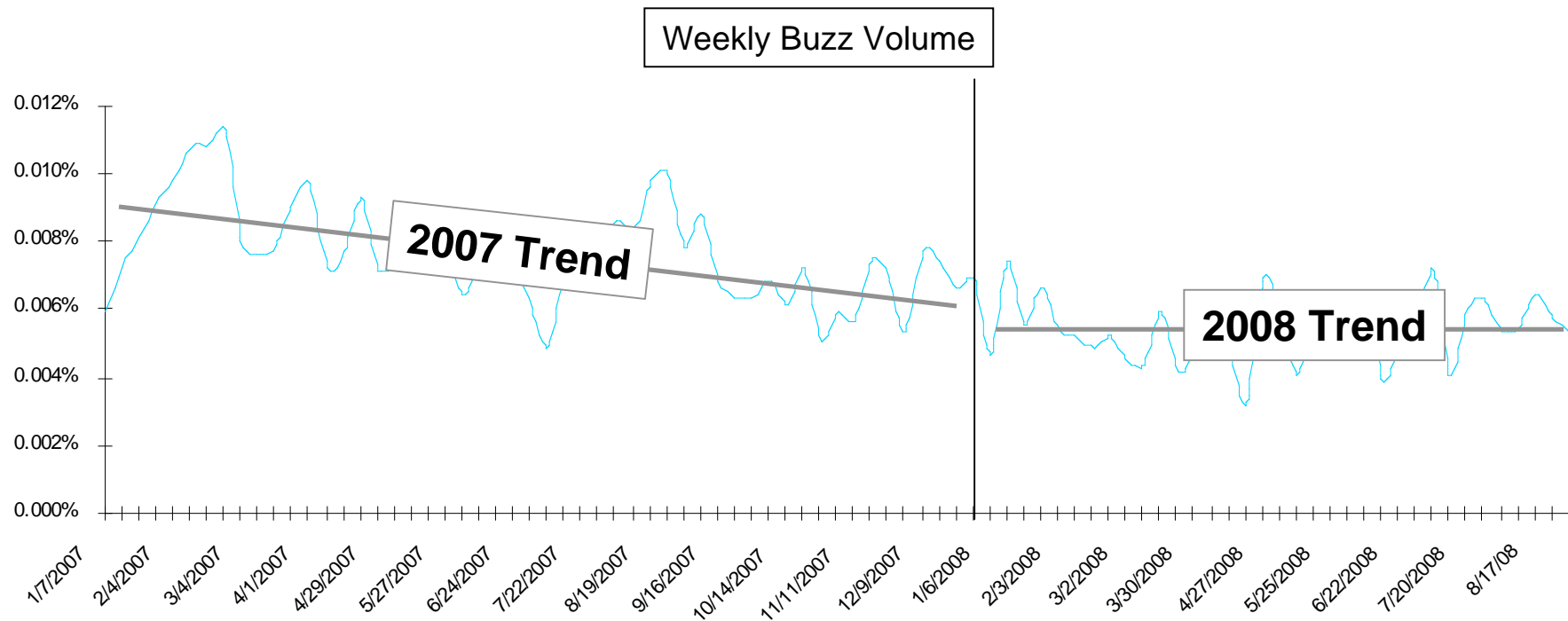
What's going to happen?

Purchase Intent Buzz: 2007 vs. 2008



What's going to happen?

Purchase Intent Buzz: Is the worst over?



How can we not listen.

