

Canada Automotive Social Media Effectiveness May 2019

12 June 2019

Ford extends lead over Toyota in Canada Social Media Effectiveness

The strong relationship of Social Media and Brand Awareness elevates the importance of a well-designed brand marketing strategy.

As a marketing platform, social media has a unique ability in creating brand awareness, a key component to purchase consideration, shopping, and sales success.

Summary of results:

Ford Canada has progressively grown its Social Media Effectiveness score, up from 86.6 a year ago to 96.3 in May 2019. Ford's progress has put the brand in the lead over Toyota, which has slipped from 88.5 a year ago to 84.4 in May 2019.

Chevrolet moves up one spot to number four in year-over-year (y-o-y) rankings, despite its Effectiveness score slipping from 80 to 72.2 as competitors Ford and Hyundai gained.

Honda (50.1) and Subaru (43) remained steady y-o-y, while Volkswagen goes from 36.4 to 32.6 and maintains the same 13th spot ranking. Mazda, is down from 45.6 to 43.5, slipping two spots as does Nissan which is down from 19.8 to 17.6 as it sheds nearly 4 points.

Luxury brand BMW (76.9) moves up one spot as Mercedes-Benz (68.7) falls two positions in y-o-y rankings. Audi (44.1) gained four points and moved up two positions in the rankings from a year ago.

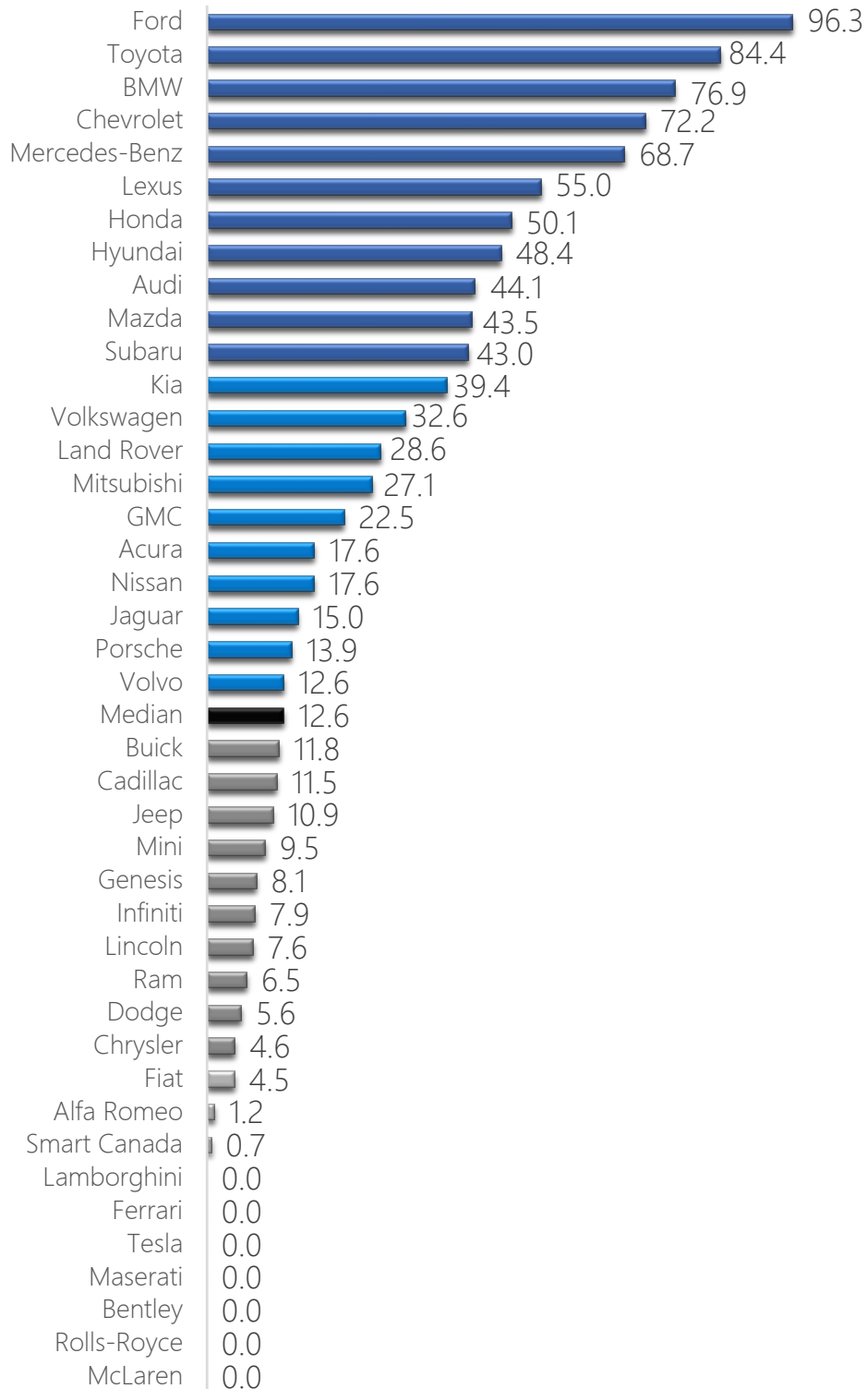
About the Social Media Effectiveness study. The monthly study is designed to help marketers quickly understand their brand strength among fans vis-à-vis competitors across core social media platforms. The complete study provides platform-by-platform metrics, helping marketers understand brand strengths, challenges, and the opportunities that can lead to greater overall love for the brand.

For complete study details, contact:
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Canada Automotive Social Media Effectiveness Rankings (May 2019)



Rankings scale: 1,000 pts.