

ABA Marketing in Porto Alegre 2018
O DESAFIO DA RELEVANCIA
FedericoWassermann@Chevrolet



#1

GENERAL MOTORS
MERCOSUL

CHEVROLET
FIND NEW ROADS





CONTENT

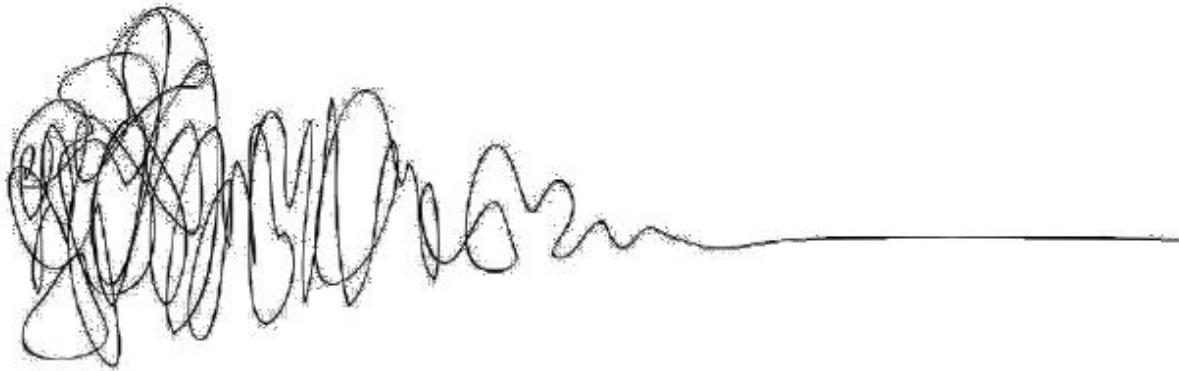
DATA

MEDIA



Each prospect:

**GO THROUGH AN INDIVIDUAL, NONLINEAR
PROCESS TO HAVE HIS/HER CAR BOUGHT**



How it is, actually:

THEY GO FORTH AND BACK, UP AND DOWN ON THE FUNNEL, GAZILLION OF TIMES, TO TAKE A DECISION



The Car-Buying Process: One Consumer's
900+ Digital Interactions

Last One for / Mar 2016 / Share / Download / Print / Archive /
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And this happens
24 / 7 / 365

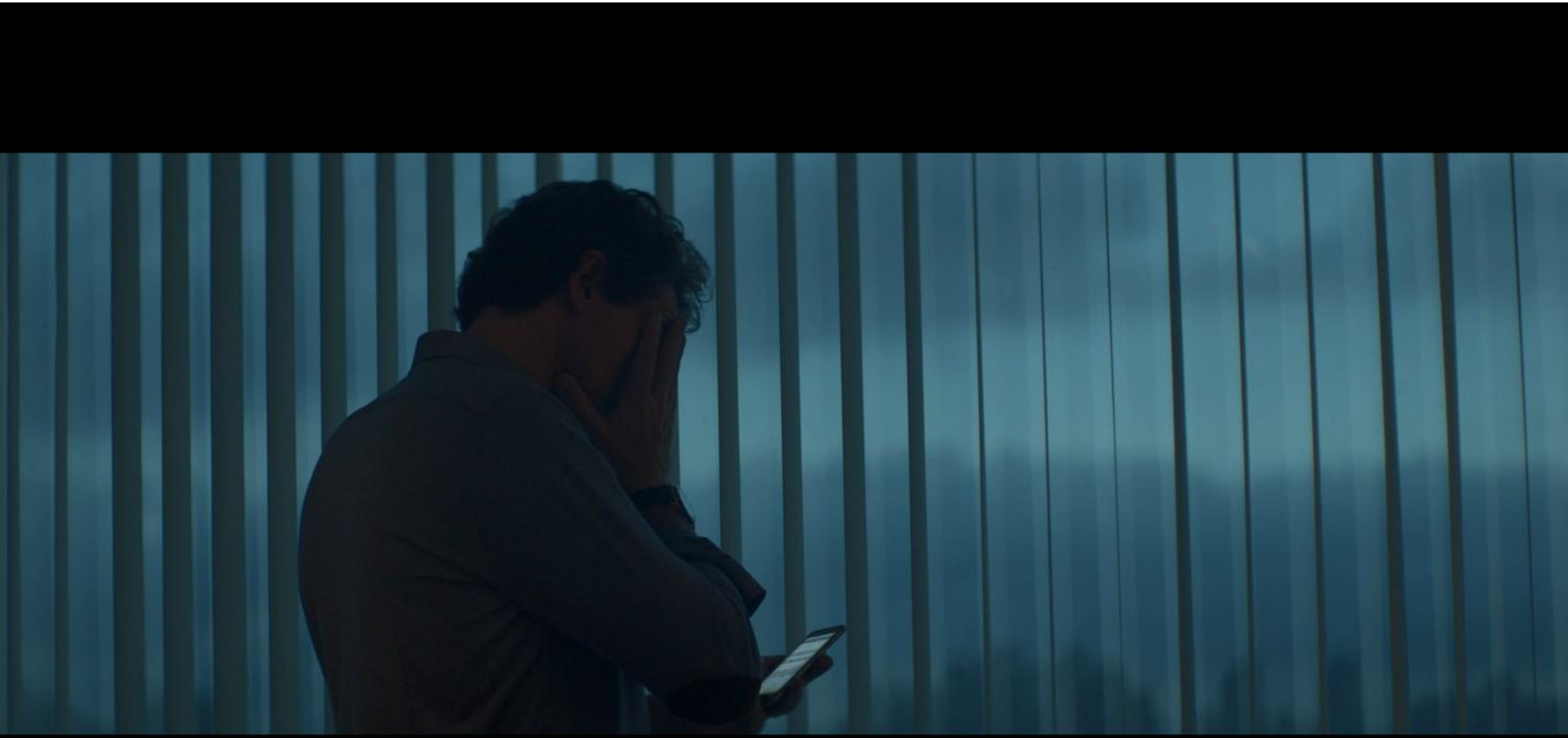
Jump on a Conversation

#SejaAMudança



Jump on a Conversation

#FeitaPraQuemFaz



Jump on a Conversation

Social Lab



#MannequinChallenge



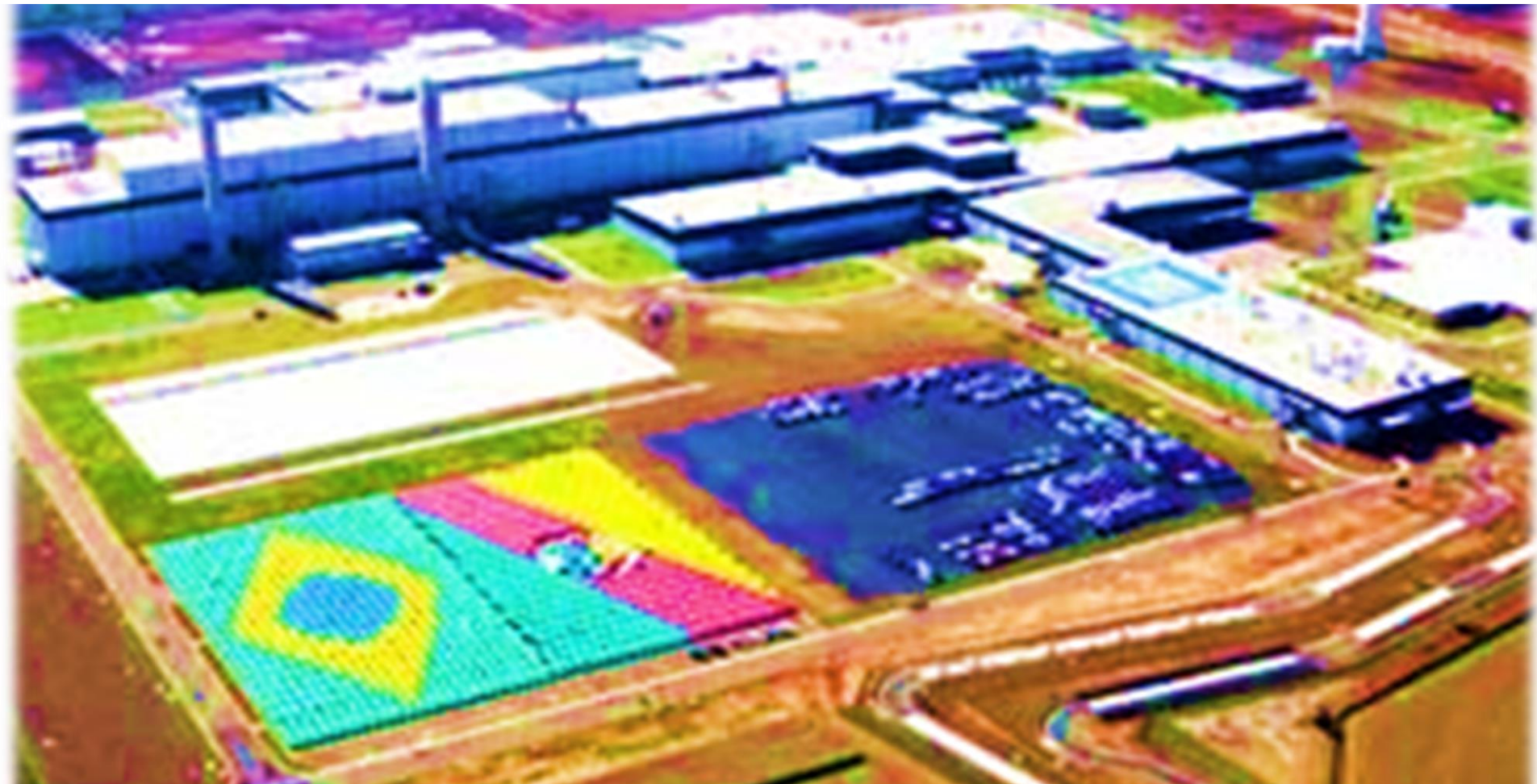
#OnixnoLolla



What is the future of content generation?



Digital Revolution



c://infrastructure/people/budget/channel/agencies/media/always beta/product...



Obrigado!

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