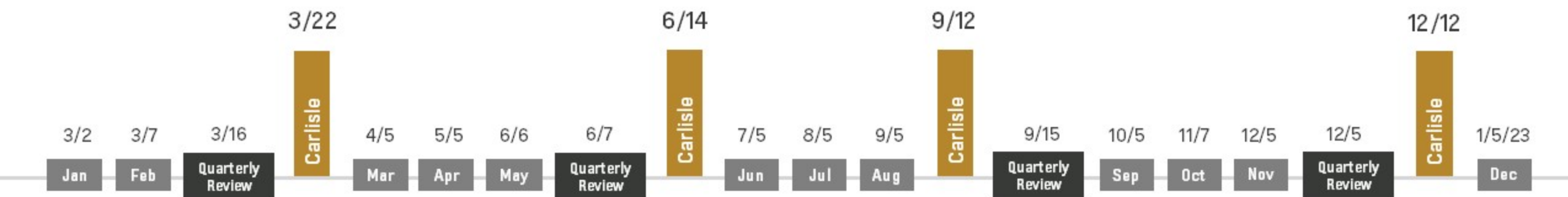


2022 Q3 CHEVROLET QUARTERLY GLOBAL REVIEW

GLOBAL CREATIVE – MONTHLY HIGHLIGHTS CADENCE



- Monthly highlights of in-progress and live creative are compiled and distributed on the fifth of the following month. If the fifth falls on the weekend, it will be e-mailed on the following Monday.
- Quarterly creative is compiled and presented to Steven Majoros around a week before his meeting with Carlisle.
- Dates may be subject to change.

Monthlies	Monthly Highlights Summary Mail Out (In-Progress + Live Creative)
Quarterly Reviews	Quarterly Review Presentations
Carlisle	SM's Quarterly Meetings with Carlisle

QUARTERLY GLOBAL REVIEW PROCESS



ASSEMBLED ALL CREATIVE COMMUNICATION FOR Q2

(Argentina, Brazil, Colombia, China, MEO,
Mexico, Canada, S. Korea, and USA)



ANALYZED AD TRACKING RESULTS

(Brazil, Canada, and Mexico)



IDENTIFIED BEST PRACTICES AND KEY LEARNINGS FOR OPTIMIZATION

2022 Q3

Summary

- Seeing more and more digital/social-led campaigns
- Brand consistency continues to be strong in all markets with exception of S. Korea
- Following year over year trends of a lot of work in Q2

2022 Q3

South America





SOUTH AMERICA

Market Summary

- Brazil's performance trends continue to improve
- Chapter 3 of Colombia's Discovery partnership launched
- Continues to drive culture with timely and relevant work for Mother's Day, Father's Day, PRIDE and The Female Driver Conversation
- EV Education campaign launched in Colombia with TVC and social
- S10 launch work in Argentina

AFTERSALES

TVC

AFTERSALES

Print

+ Solutions for your car
- Problems for you
Schedule your turn today
Chevrolet after sales

BRAZIL: Q3 CHEVROLET AD TRACKING

- Overall, Breakthrough, Memorability, and Find Out More About Vehicle for Chevrolet's ads were above norm in Q3, while the remaining metrics were normative.
 - "*Confiança a Bordo*" had normative Breakthrough metrics. Ad Impact on Brand Opinion, Relevant and Find Out More About Vehicle were above normative levels.
 - "*QPE Chevrolet 11*" had above norm Breakthrough and Branding with normative Memorability and Creative Diagnostics.
 - "*Para Sempre*" had above norm Breakthrough and Memorability with normative Branding and Creative Diagnostics.
- Honda's "*Plano Honda Evolution*" was the strongest competitive ad in Q3 with above norm Breakthrough metrics. Likeability and Find Out More About Vehicle metrics were above normative levels.
- Mitsubishi's "*Mitsubishi Outdoor*" was the worst performing ad with below norm Breakthrough metrics, though Find Out More About Vehicle was above norm and the remaining metrics were normative.

	Chevrolet Ads Tracked in Q3				Best: Honda City " <i>Plano Honda Evolution</i> "	Worst: Mitsubishi " <i>Mitsubishi Outdoor</i> "
	Chevrolet Equinox " <i>Confiança a Bordo</i> " n=139	Chevrolet Onix " <i>QPE Chevrolet 11</i> " n=130	Chevrolet Tracker " <i>Para Sempre</i> " n=212	Chevrolet Q3 Overall		
Breakthrough	●	▲	▲	▲	▲	▼
Memorability	●	●	▲	▲	▲	▼
Branding	●	▲	●	●	▲	▼
Ad Impact on Opinion	▲	●	●	●	●	●
Relevant	▲	●	●	●	●	●
Told Me Something New	●	●	●	●	●	●
Likeability	●	●	●	●	▲	●
Find Out More Vehicle	▲	●	●	▲	▲	▲
Q3 '22 TRPs						
Cumulative TRPs						

Legend: ▲ Above Norm ● Normative ▼ Below Norm

BRAZIL: Q3 ADVERTISING IN-MARKET KEY MEASURES TRENDS

- Overall, Breakthrough and Memorability remained above norm, while Branding declined to normative.
 - Find Out More About Vehicle improved to above norm, while the remaining metrics remained normative.

	2016				2017				2018				2019				2020			2021				2022		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Breakthrough	▲	▲	▲	▼	●	▼	▼	▼	▼	●	▼	▼	▼	●	▼	●	●	●	●	●	●	●	●	●	▲	▲
Memorability	●	▲	●	▼	●	▼	▼	▼	▼	●	▼	▼	▼	●	●	●	●	●	●	●	●	▲	●	▲	▲	
Branding	▲	●	▲	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	▲	●	
Ad Impact on Opinion	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	▲	●	●	●	●	▲	▲	▲	●	●	●
Relevant	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	▲	●	●	●	▲	▲	●	●	●
Told Me Something New	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	▲	●	●	●	●	●	●	●	●	●
Likeability	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Find Out More Vehicle	●	●	●	●	●	●	●	●	●	●	▲	●	●	●	●	●	●	●	●	▲	●	▲	▲	▲	●	▲
		# National Ads						19	21	15	16	12	17	17	11	8	4	6	5	7	5	NA	6	6	4	
		Quarterly TRPs						2230	1892	1861	1594	1235	1308	3770	1764	1208	1382	2660	2283	299	NA	NA	571	274	957	
		Quarterly TRPs/National Ads						117	90	124	100	103	77	222	160	151	346	894	609	43	NA	NA	95	46	239	

Legend: ▲ Above Norm ● Normative ▼ Below Norm

RRSS

Online Video – GM Diasincarro

2022 Q3

China





CHINA

Market Summary

2022 Q3

ME0





ME0

Market Summary

2022 Q3

Mexico





MEXICO

Market Summary

2022 Q3

South Korea





SOUTH KOREA

Market Summary

2022 Q3

Canada





CANADA

Market Summary

2022 Q3

United States





UNITED STATES

Market Summary



THANK YOU