



AD HOC REPORT | S10 Z71

ISSUED JANUARY 2022



CISION[®]
Insights

SUMMARY | KEY FACTS



TRADITIONAL MEDIA



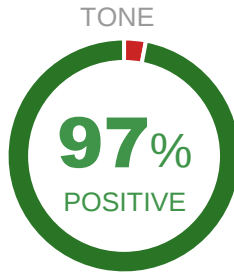
ARTICLE NUMBER

361



MESSAGE CONTACTS

22.2 M



- The S10 Z71 reached 22.2 million people in the period. 47% of the coverage happened in the 2 months after the model announcement. The tonality was mostly positive (97%).
- The 'Design' aspect dominated the coverage and was also the most positive. 'Powertrain', 'Handling', 'Value for Money' and 'Safety' completed the top five aspects.
- *uol.com.br* and José Antonio Leme were the media and journalist that delivered the highest message contacts for the S10 Z71 in the period.
- 'Websites' led the media type visibility for the model.

SOCIAL MEDIA



VOLUME

2084



IMPRESSIONS

431.2 M



ENGAGEMENT

2.6 M

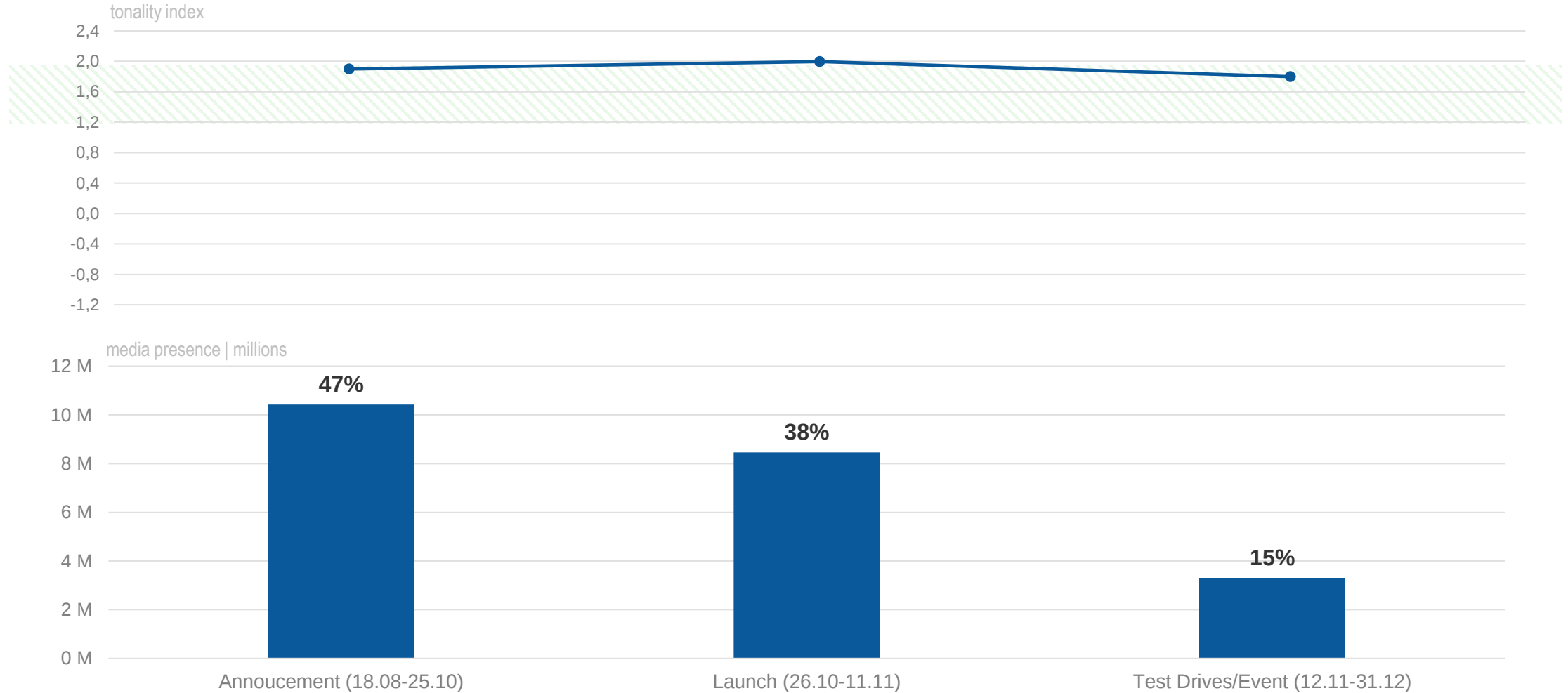


- Social Media coverage generated over 2K posts & stories, with 431.2 M Impressions and 2.6 M Engagement.
- The tonality was very favorable (98% of positive coverage).
- The Impressions were generated mostly by the many Instagram stories posted by lifestyle influencers, such as *Micheli Fernandes*, *Manu Tamaru*, *Ivi Pizzott* and *Luly Mello*.
- Engagement came mostly from automotive channels that posted YouTube videos such as *br 4x4 offroad*, *CAR.BLOG.BR*, *BF///MS* and *Opinioao Sincera*.

TREND & TONE



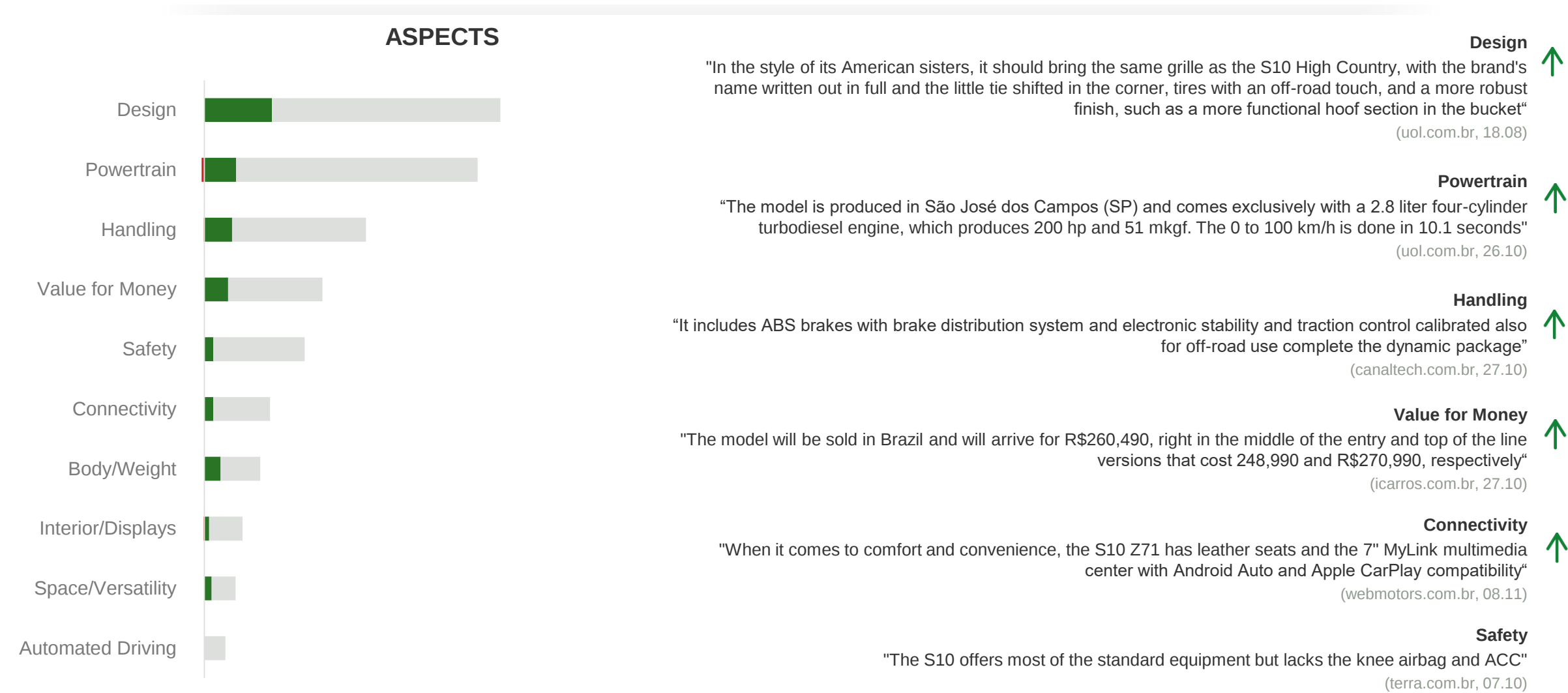
The S10 Z71 reached 22.2 million people in the period. 47% of the coverage happened in the 2 months after the model announcement, 38% in relation to the launch and 15% about test-drives.



TOP ASPECTS



'Design' and 'Powertrain' are the most commented aspects, 'Handling' and 'Value for Money' receive positive comments.



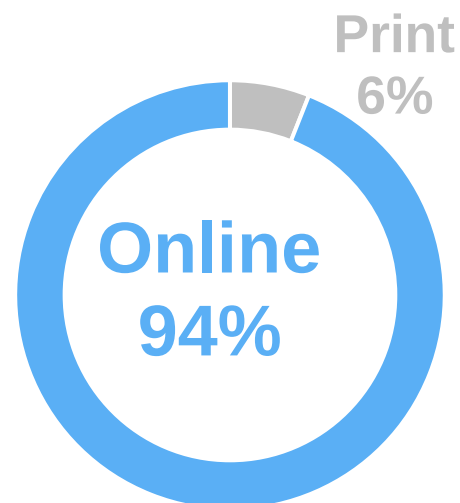
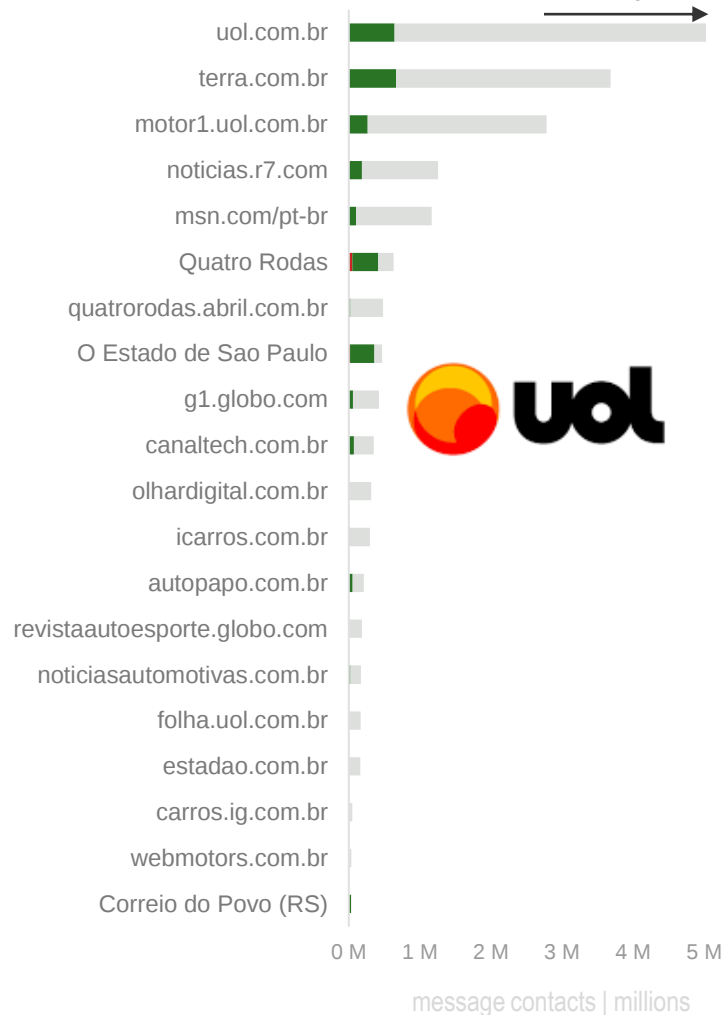
MEDIA & JOURNALISTS



uol.com.br and Jose Antonio Leme (*UOL*) were the media and journalist that delivered the highest message contacts for the S10 Z71 so far.

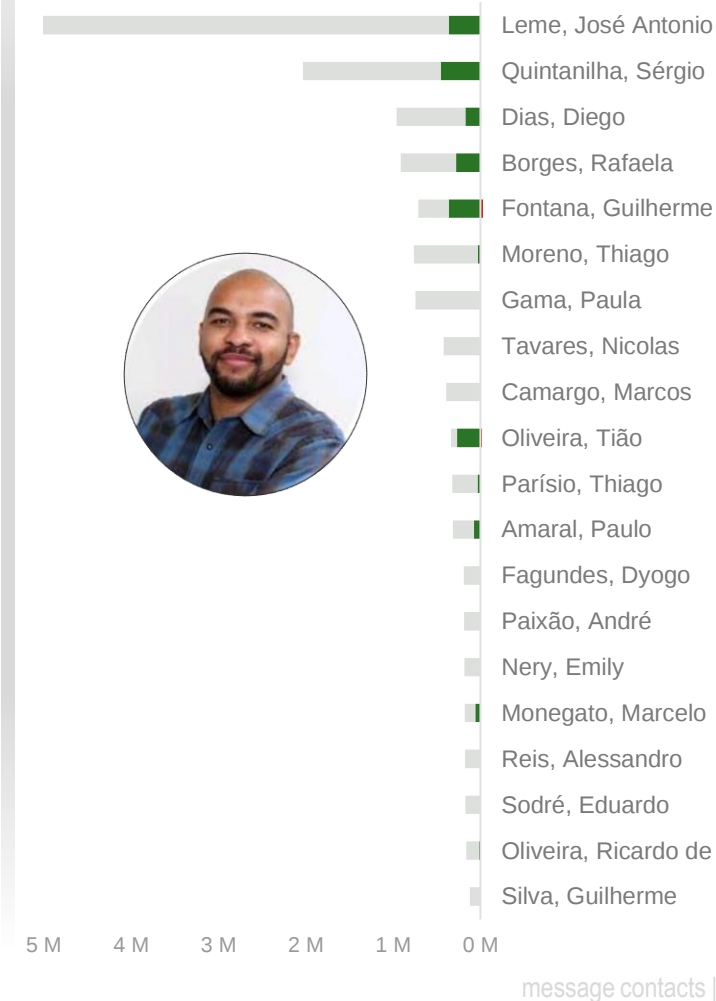
TOP MEDIA

Total: 9.1M



- *The Top 3 UOL, TERRA and MOTOR1 highlighted the arrival of the sporty version of the S10 Z71, glimpses of the new model and comparative tests with the main competitors.*
- *Quatro Rodas, O Estado de São Paulo and Correio do Povo were the main highlights in terms of print media.*

TOP JOURNALIST



HIGHLIGHTS



Chevrolet S10 Z71 com pegada esportiva será lançada em outubro



Chevrolet S10 busca novo público com inédita versão Z71



Chevrolet confirma lançamento da nova S10 Z71 para outubro



Flagra: Nova Chevrolet S10 Z71 2022 aparece em testes pela 1ª vez

Vai para a briga com Ford Ranger Storm e Toyota Hilux GR-Sport



Nova Chevrolet S10 Z71 chega a partir de R\$ 260.490

Picape será uma versão intermediária da linha S10



Nova Chevrolet S10 Z71 é vista em São Paulo; Picape chega em outubro

Modelo terá visual aventureiro e manterá o motor de 2.8 turbodiesel de 200 cv



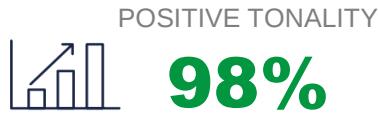
Chevrolet S10 Z71 estreia em outubro de olho na Ford Ranger Storm

Versão com proposta aventureira será lançada em outubro, mas não será uma versão topo de linha

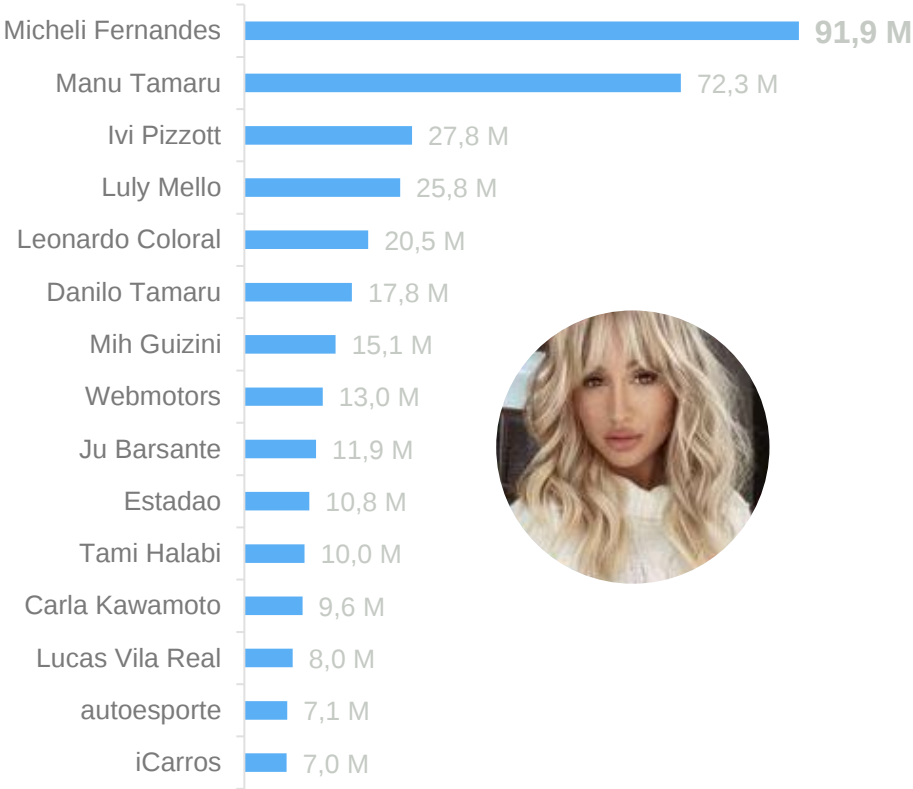
SOCIAL MEDIA*



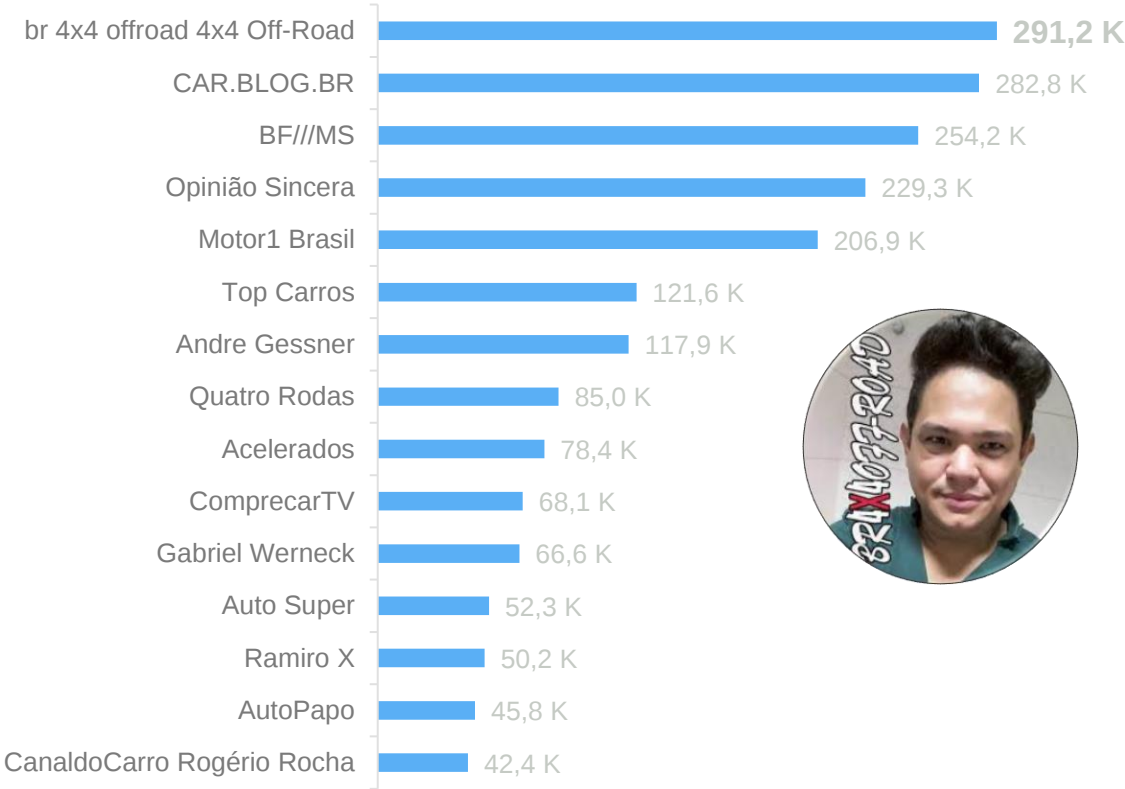
Social Media coverage generated over 2K posts & stories, with 431.2 M Impressions and 2.6 M Engagement. The Impressions were generated by the many Instagram stories posted by lifestyle influencers (such as *M. Fernandes*), while Engagement mostly came from automotive channels that posted YouTube videos such as *br 4x4 offroad*.



Top Influencers | Impressions



Top Influencers | Engagement



*All posts about S10 Z71 & Stories only from Pantanal expedition

METHODOLOGY

MEDIA VISIBILITY

QUANTITY OF MEDIA COVERAGE

PRESENTATIONS

A message is a thematic unit in which one object is characterized or evaluated (explicitly or implicitly) in a specific manner. The size of a presentation usually lies between a substantial mention and a paragraph.

GROSS REACH

Calculated number of individuals actually exposed to a media message.
This is derived from:

- The reach of each medium;
- The position, size and prominence of the story;
- The position, size and prominence of the content within the story.

SHARE OF VOICE

The relative share of media coverage devoted to one unit within a defined comparison set (e.g. proportion of coverage within a set of competitors).

MEDIA TONE

QUALITY OF MEDIA COVERAGE

TONE INDEX

The average media evaluation of a certain object (e.g. company, product, manager, key message).

LABEL	AVERAGE	SHARE OF POSITIVE COVERAGE
Outstanding	> 2.0	100% positive coverage and many excelente evaluations
Very Positive	1.6 – 2.0	Between 90% and 100% of all coverae is positive
Positive	1.2 – 1.6	Between 80% and 90% of all coverae is positive
Less Positive	0.8 – 1.2	Between 70% and 80% of all coverae is positive
Critical	0.0 – 0.8	Between 50% and 70% of all coverae is positive
Negative	< 0.0	More than 50% of all coverage is negative
Factual	Factual	Non evaluative; non influential in tonality index

PR VALUE ®

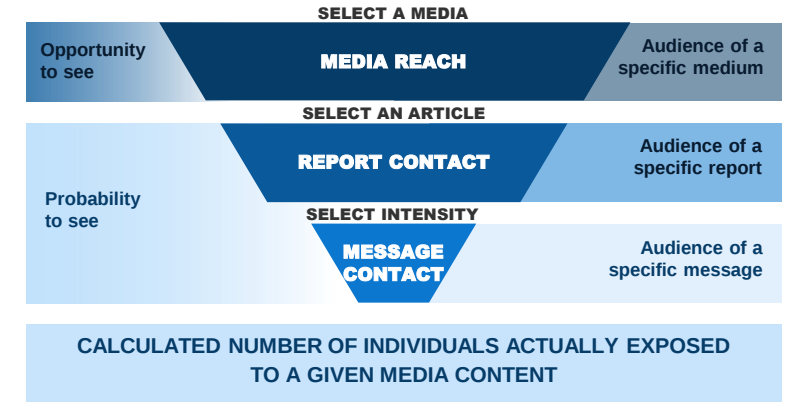
QUALITY OF MEDIA COVERAGE

The measurement of the monetary advertisement equivalente

This takes into account

- The tone of the report;
- The editorial credibility as well as;
- The quality of the publication.

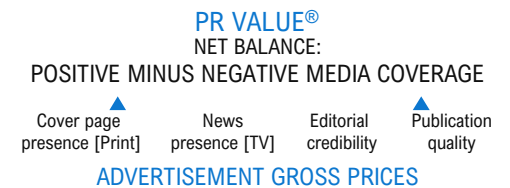
PRIME AWARENESS FUNNEL



PRIME TONALITY INDEX MODEL

POSITIVE	3	very positive / superlative
	2	positive
	1	mainly pos. / minor critical
NEGATIVE	0	ambivalent
	-1	mainly neg. / minor praise
	-2	negative
	-3	very negative
	9	neutral

PRIME TONALITY INDEX MODEL



EUROPEAN RESEARCH CENTER
Mainz, Germany

PRIME RESEARCH UK
Oxford, Great Britain

PRIME RESEARCH CH
Zurich, Switzerland

PRIME RESEARCH CN
Shanghai, China

PRIME RESEARCH IN
New Delhi, India

PRIME LATIN AMERICA
Sao Paulo, Brazil

PRIME RESEARCH NEW YORK
New York, USA

NORTH AMERICAN RESEARCH
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