

J.D. POWER UNITYWORKS

Your One-Stop Shop for Dealer Service Video Advertising

Cars may be scarce on the lot right now, but they're still moving on the roads. Drivers still need routine maintenance, service and repairs, especially as the average vehicle on the road is aging. Fewer new vehicle purchases as a result of low inventory and chip shortages coupled with increases in prices have pushed the average age of vehicles on the road higher than ever.

Now is the perfect time to ramp up your service marketing efforts.

We capture and produce video content illustrating all aspects of a dealership service operation. This includes key repairs, facility, accessories, amenities, parts department, service lane interactions and service bay functions. The raw content is masterfully crafted into compelling service ad messages.



SERVICE PACKAGES

Package	Minimum Media	Content Creation, Campaign & Management Fee	Total	Platforms
A	\$1,150	\$300	\$1,450	One platform: Google DV360, YouTube, Amazon or FB Newsfeed
B	\$2,300	\$600	\$2,900	Two platforms: Google DV360, YouTube, Amazon or FB Newsfeed
C	\$3,450	\$900	\$4,350	Three platforms: Google DV360, YouTube, Amazon or FB Newsfeed

À LA CARTE OPTIONS

Product	Media	Content Creation, Campaign & Management Fee	Total
Content Creation	\$0	\$225	\$225
Campaign Management	\$0	\$75	\$75
Service Video Showcase	\$0	\$195	\$195
Video Creative Release	\$0	\$150	\$150
Multi-Offer Service Video Ad	\$0	\$150	\$150
Spanish Creative	\$0	\$100	\$100
Dealership Service Overview Video	\$0	\$450	\$475
Content Creation & Video Creative Release	\$0	\$475	\$475

GET STARTED



Questions? Contact the Mazda Digital Support Desk - 1.844.683.3151 - info@mazdadigitalcertified.com