CHEVROLET
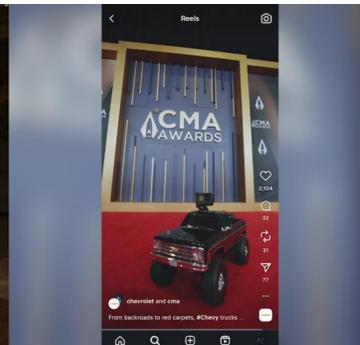# CMA AWARDS 2025

SPONSOR EFFECTIVENESS REPORT
JAN 2026

Methodology

Latitude recruited people who naturally watched the CMA Awards to answer a series of questions and engage with video content from the show and the sponsor activations to assess sponsor effectiveness and how viewers perceived the content.

Watch & Engage

- People were screened that naturally watched the CMA Awards and engaged with qualifying content.

Brand Impact

- People answered core brand impact questions.

- A group of non-viewers answered a parallel battery of KPIs.

Creative Reactions

- Respondents watched a clip of the show that included Chevy elements and had the opportunity to leave feedback on moments that caught their attention.

- People were asked opinion, impact, and diagnostic questions about the content.

Partnership Halo

- People answered questions about their feelings on the partnership and overall impact on brand impressions.
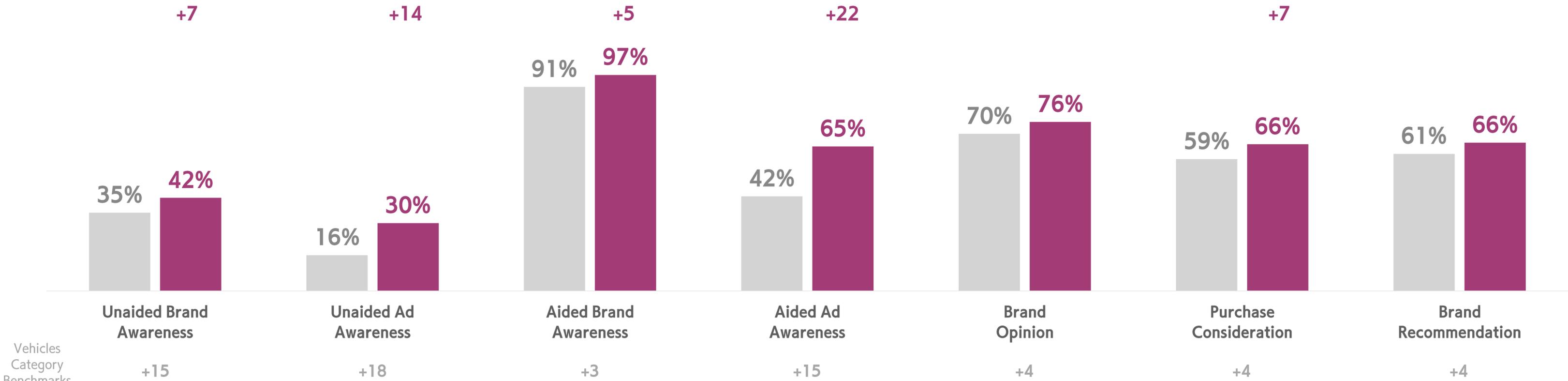
Advertising

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SPONSOR EFFECTIVENESS

CMA Award viewers were significantly more likely to be aware of Chevrolet's ads and demonstrated a higher purchase consideration

Lifts over control displayed if significant at 90% confidence

■ Control ■ Total Exposed

	Unaided Brand Awareness	Unaided Ad Awareness	Aided Brand Awareness	Aided Ad Awareness	Brand Opinion	Purchase Consideration	Brand Recommendation
Lift	+7	+14	+5	+22		+7	
Control	35%	16%	91%	42%	70%	59%	61%
Total Exposed	42%	30%	97%	65%	76%	66%	66%

Vehicles Category Benchmarks

| +15 | +18 | +3 | +15 | +4 | +4 | +4 |

Advertising

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CMA Awards viewers were more likely to say Chevy "is excellent quality" and "has advanced technology" among those who have or know somebody with a disability, likely driven by the Chevy Salutes Segment

Lifts over control displayed if significant at 90% confidence

■ Control ■ Total Exposed

Statistically significant lift among those **who have or know somebody with a disability (+15)**

Statistically significant lift among those **who have or know somebody with a disability (+16)**

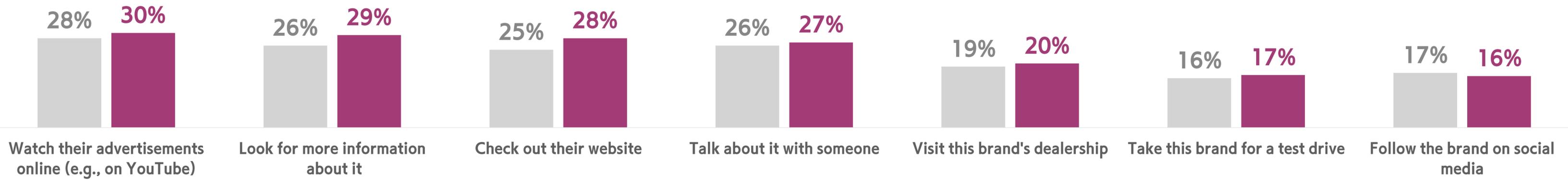|	Control	Total Exposed
Has attractive styling	41%	43%
Is dependable	41%	41%
Is reliable	43%	41%
Is authentic	42%	39%
Is a good value for the money	40%	39%
Is excellent quality	34%	37%
Has advanced technology	33%	35%
Is a brand you can trust	35%	35%
Is a brand you are proud to own	32%	33%
Is a brand for me	32%	31%

Advertising

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Chevy's content at the CMA Awards featuring disabled veterans resonated with viewers who have or know someone with disabilities and encouraged them to look into more info about Chevy

Lifts over control displayed if significant at 90% confidence

■ Control ■ Total Exposed

Recently Did or Consider Doing...

Statistically significant lift among those who have or know somebody with a disability (+16)

28% / 30%	26% / 29%	25% / 28%	26% / 27%	19% / 20%	16% / 17%	17% / 16%

Watch their advertisements online (e.g., on YouTube) | Look for more information about it | Check out their website | Talk about it with someone | Visit this brand's dealership | Take this brand for a test drive | Follow the brand on social media

Advertising

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89%

Benchmark: 83%

thought The CMA Awards were a good or great partner to help promote Chevrolet

Advertising

Roughly 8 in 10 viewed the partnership favorably and viewed Chevy more favorably because of the partnership, with both metrics exceeding category benchmarks

83%
Benchmark: 80%

had a favorable opinion of this partnership between The CMA Awards and Chevrolet

79%
Benchmark: 73%

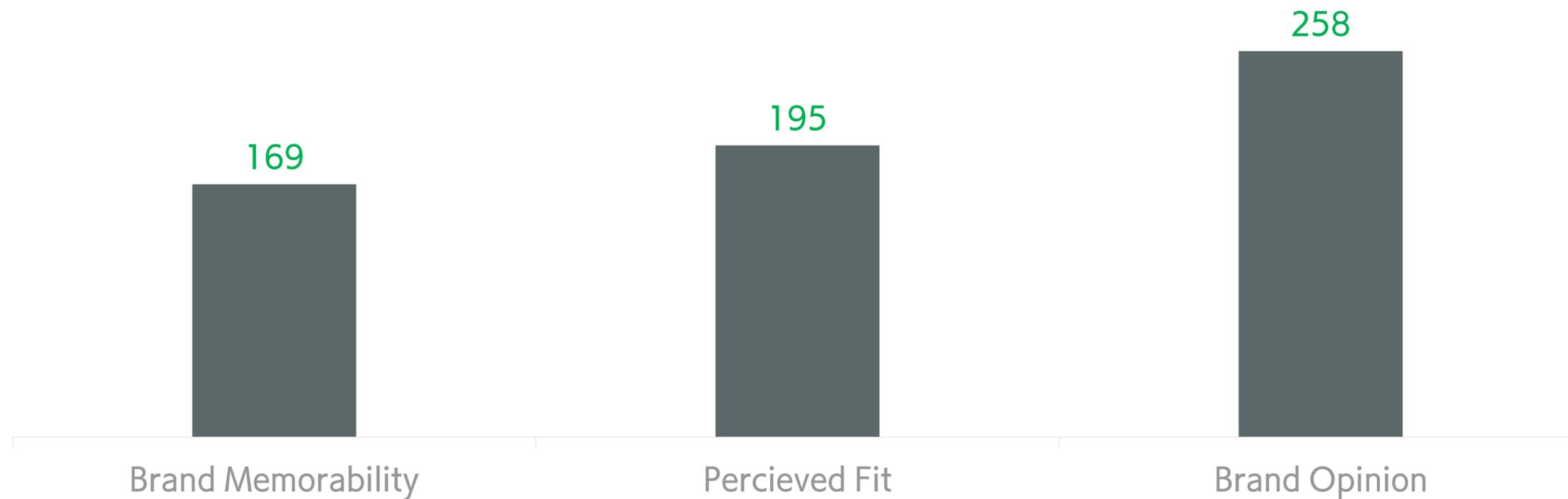**had a more favorable opinion of Chevrolet due to this partnership**

"I liked seeing the military service people be recognized and I liked the tie in with Ella. I love that Chevy provided the gentleman with his accessible car. It was a nice break from all the stars and glam."

-Female, 59

Advertising

SONIC

Chevy's In Program Placements during the CMA Awards over indexed in perceived fit within the show and both brand memorability & opinion vs standard ad performance norms

Chevy IPP Brand Norm on Broadcast & Cable (Excl. The CMA Awards)
Index: Chevy IPP Performance Norms – Past Year

Brand Memorability	Percieved Fit	Brand Opinion
169	195	258

Source: MarketCast TV Brand Effect, based on survey responses from 7.16.24 - 7.15.25

Chevy's social campaign during the 2025 CMA Awards successfully drove conversation on social platforms, especially Instagram, where viewers were speaking positively about the partnership


Advertising

The chart below showcases the performance of **CMA Awards campaign content** created and published on behalf of Chevrolet.

Example: During the CMAS x Chevrolet campaign, 1.3M video views were received on Facebook.

Channel	Posts	Total Engagements	Avg Engagements	Total Video Views	Comments	Total Shares
Instagram	6	136,741	22,790	3,045,053	685	1,487
TikTok	3	13,690	4,563	628,075	340	248
Facebook	3	10,364	3,455	1,571,588	242	585
YouTube	3	475	158	365,984	17	80
Grand Total	**15**	**161,270**	**10,751**	**5,610,700**	**1,284**	**2,400**

Positive
84%
Sentiment*
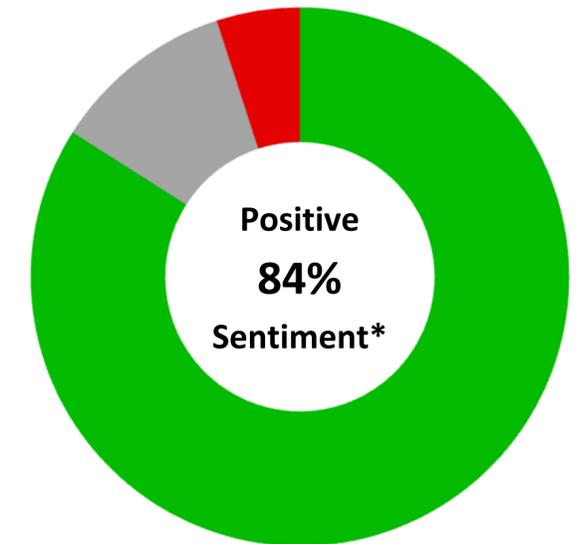
TOP POSTS
Ranked by Engagements

71.4K

63.2K

12.4K

5.5K

4.4K

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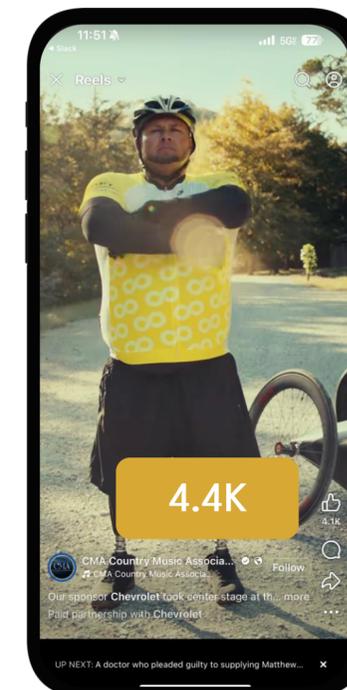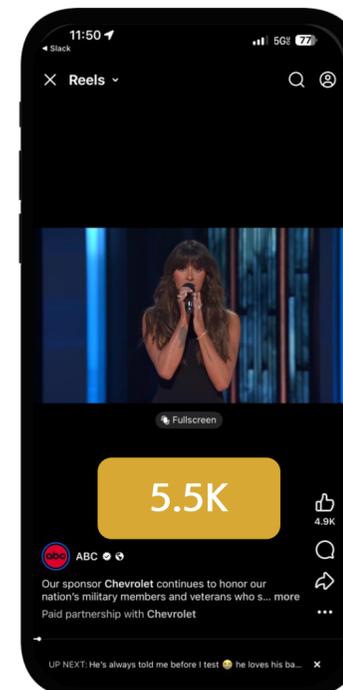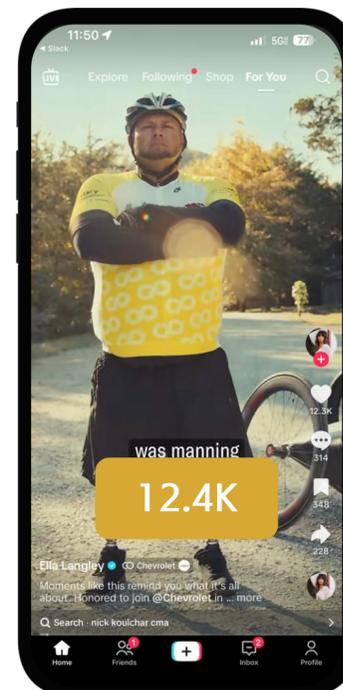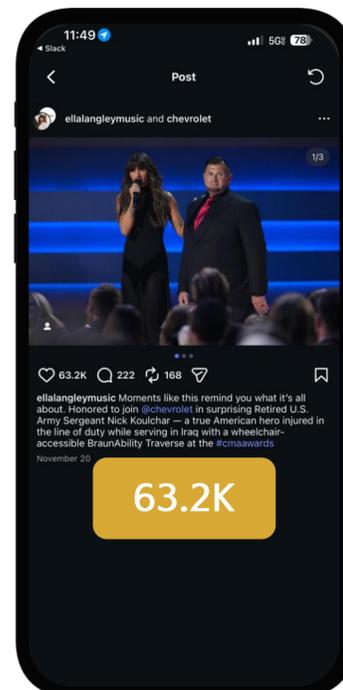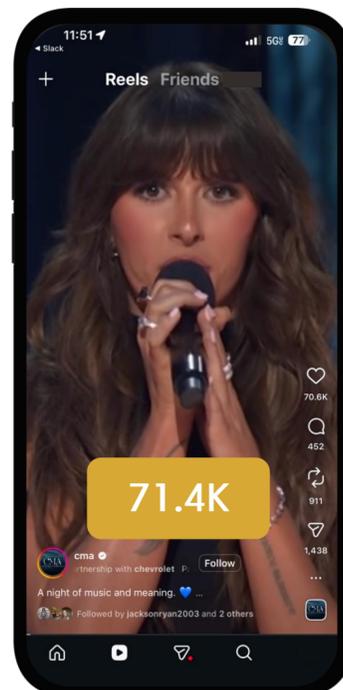
saw the largest lift in **follower acquisition** with their **followers** increasing

65x

compared to the prior period where they saw a loss of fans.**

The sentiment pie chart does not classify TikTok comments due to API limitations.

**Brand Lift is the change in Chevrolet's content performance during their CMA Awards partnership compared to Chevrolet's *daily average over the prior 12 months.*

CONTENT REACTIONS

Content Tested

10s Sales Billboard

60s Chevy Ad

Chevy In-Show Integration +
Disney CreativeWorks custom
content

Chevy's creative content at the CMA Awards outperformed category benchmarks in every metric

The Chevy Salutes segment was the most enjoyed piece of content from the brands partnership with the CMA Awards

	10s Sales Billboard	60s Chevy Ad	Chevy In-Show Integration + Disney CreativeWorks custom content	Category Benchmark
ENJOYMENT RATING	7.9	7.8	8.3	7.6
ELEMENT RECALL	67%	58%	58%	49%
ELEMENT OPINION	74%	83%	86%	77%
IMPACT ON INTEREST	60%	70%	73%	64%
POSITIVE SENTIMENT	73%	77%	83%	
TOP KEYWORD	Like	Truck	Love	
COMMENT HIGHLIGHT	*"I like how Chevrolet sponsored the CMA Awards, it lets me know that they are country supportive too."* – Viewer conversation	*"What a great tie in for the CMA Awards. The cowboy hat!"* – Viewer conversation	*"It's nice that Chevrolet partnered with the CMA awards to help honor fellow service members...* *I liked that it showed that Chevrolet cares about the veteran community and finds ways to honor them and what they fought for."* – Viewer conversation	

7.9 average enjoyment rating

Source: Latitude, CMA Awards Custom Sponsorship Effectiveness Project, 2025

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Roughly 4 in 5 thought the Chevy Salutes Segment made the brand feel more relatable and appreciated Chevy for giving them interesting content

	10s Sales Billboard	60s Chevy Ad	Chevy In-Show Integration + Disney CreativeWorks custom content
Makes me appreciate Chevy for giving me interesting content	69%	72%	80%
The content made Chevrolet feel more relatable	69%	72%	78%
I feel a stronger personal connection to Chevrolet after seeing this content	64%	67%	78%

Advertising

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Key Findings

- Exposure to Chevy's partnership with the 2025 CMA Awards resulted in significant lifts in **aided and unaided brand and ad awareness metrics.** Viewers were also significantly **more likely to consider Chevrolet.**

- Campaign exposure led to significant lifts in **"is excellent quality"** and **"has advanced technology"** among those who have or know somebody with a disability, likely driven by the Chevy Salutes Segment.

- The **Chevy Salutes Segment** was the **most enjoyable and most impactful on brand interest,** with viewers finding the segment to be **inspiring and heartwarming.**

- Roughly 8 in 10 **viewed the partnership favorably** and viewed **Chevy more favorably because of the partnership,** with both metrics exceeding category benchmarks.

Advertising

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Appendix

Sample Detail

	Control	Total Exposed
n=	300	300
Age Group		
18-34	50%	50%
35-64	50%	50%
Gender		
Male	50%	50%
Female	50%	50%
Ethnicity		
White + Non-Hispanic	51%	49%
Hispanic	27%	26%
Black/African-American	11%	14%
Other Ethnicity	11%	11%

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