

Hyundai Dealer Advertising Co Op Program

Guidelines For New

hyundai dealer advertising co op program guidelines for new In the highly competitive automotive industry, effective advertising is essential for Hyundai dealerships to attract new customers and boost sales. To support dealerships in their marketing efforts, Hyundai offers a comprehensive Co-Op Advertising Program designed to encourage local advertising initiatives that align with the brand's standards. Understanding the Hyundai dealer advertising co op program guidelines for new dealers is crucial for maximizing benefits, ensuring compliance, and leveraging available resources effectively. This article provides an in-depth overview of the program's guidelines, eligibility criteria, application process, permissible advertising channels, and best practices to optimize co-op advertising efforts.

Overview of Hyundai Dealer Co-Op Advertising Program

The Hyundai dealer co-op advertising program is a partnership between Hyundai Motor America and its authorized dealers. It provides financial assistance to dealerships for local advertising campaigns that promote Hyundai vehicles and brand awareness. The program aims to ensure consistent brand messaging across various media while empowering dealerships with the flexibility to target their specific markets.

Eligibility Criteria for New Hyundai Dealers

To participate in the Hyundai dealer co-op advertising program, new dealerships must meet certain eligibility requirements:

General Requirements

1. Be an authorized Hyundai dealership with a valid franchise agreement.
2. Have completed the dealership setup process and received all necessary licensing and permits.
3. Demonstrate a commitment to Hyundai brand standards and customer service.
4. Agree to adhere to Hyundai's advertising guidelines and policies.

Additional Criteria for New Dealers

1. Establish a verified physical dealership location with signage compliant with Hyundai branding standards.
2. Possess a dedicated marketing or advertising budget allocated for local advertising efforts.
3. Complete Hyundai's new dealer onboarding and training programs, including brand messaging and compliance.
4. Maintain a professional website that meets Hyundai's digital branding requirements.

Application Process for Co-Op Advertising Funding

Getting started with Hyundai's co-op advertising involves a structured application process:

1. **Registration and Account Setup:** Dealers must register with Hyundai's approved advertising portal or platform to access co-op funds and resources.
2. **Develop Advertising Plan:** Create a detailed advertising plan outlining the campaign goals, target audience, media channels, and budget allocation.
3. **Submit Proposal:** Upload the advertising plan and related materials through the portal for approval.
4. **Approval and Funding Allocation:** Upon review, Hyundai approves the plan if it complies with program guidelines. Funding is then allocated based on the approved budget.
5. **Implementation and Reporting:** Launch the approved advertising campaign and monitor performance. Post-campaign reports are required to demonstrate compliance and results.

Guidelines for Advertising Content and Channels

To maintain brand consistency and uphold Hyundai's standards, dealerships must adhere to specific guidelines regarding the content and channels used in advertising:

Content Standards

1. Use approved Hyundai logos, trademarks, and imagery in all advertising materials.
2. Ensure all messaging aligns with Hyundai's brand voice and promotional themes.
3. Avoid misleading or false claims about vehicles, pricing, or promotions.
4. Include clear disclosures about special offers, lease terms, or financing conditions.

Permissible Advertising Channels

1. **Print Media:** Local newspapers, magazines, and direct mail campaigns.
2. **Digital Media:** Dealer websites, targeted online ads, social media platforms (Facebook, Instagram, Google Ads).
3. **Radio and Television:** Local radio spots and regional TV advertising, complying with broadcast standards.
4. **Outdoor Advertising:** Billboards, transit ads, and signage at the dealership location.

Prohibited Advertising Practices

1. Using unauthorized branding elements or modifying Hyundai trademarks.
2. Advertising non-approved pricing or incentives without prior approval.
3. Engaging in misleading advertising tactics or false claims.
4. Using third-party or unapproved digital platforms that violate Hyundai's policies.

Funding Limits and Reimbursement Policies

Understanding the financial aspects of the co-op program is vital:

1. The program typically covers a specific percentage of eligible advertising costs, often up to 50-75%, depending on the campaign type and media channel.
2. Annual co-op budgets are allocated based on dealership size, sales volume, and geographic location.
3. Reimbursement is processed after campaign completion upon submission of detailed invoices, proof of advertising, and performance reports.
4. Certain advertising expenses, such as production costs or agency fees, may be eligible or ineligible based on program rules.

Compliance and Monitoring

Hyundai maintains strict oversight of co-op advertising to ensure brand integrity and program integrity:

Monitoring Procedures

1. Hyundai periodically reviews dealership advertising materials and campaigns.
2. Dealerships are required to retain records of advertising expenditures and proofs of placement for audit purposes.
3. Non-compliance may result in suspension of co-op funding or other penalties.

Best Practices for Dealers

1. Plan campaigns well in advance to align with Hyundai's promotional calendar.
2. Use approved templates and branding elements provided by Hyundai to ensure consistency.
3. Maintain transparency in advertising disclosures and claims.

4. Track campaign performance meticulously to optimize future efforts.
5. Foster open communication with Hyundai's marketing support team for guidance and updates.

Benefits of Participating in Hyundai's Co-Op Program

Engaging in Hyundai's co-op advertising program offers numerous advantages:

1. **Financial Assistance:** Reduce advertising costs significantly with Hyundai's contribution.
2. **Brand Alignment:** Ensure all advertising aligns with Hyundai's brand standards, enhancing credibility.
3. **Market Penetration:** Amplify local visibility and attract more qualified leads.
4. **Access to Resources:** Utilize Hyundai-approved creative assets, templates, and marketing guidance.
5. **Performance Insights:** Gain access to data and analytics to measure campaign success.

Conclusion

Navigating the Hyundai dealer advertising co-op program guidelines for new dealerships is essential for successful marketing and brand representation. By understanding eligibility criteria, application procedures, content standards, and compliance requirements, new dealers can effectively leverage co-op funds to boost their market presence. Participating in this program not only offers financial benefits but also ensures consistent brand messaging across all advertising channels. To maximize the program's potential, dealerships should adhere strictly to Hyundai's guidelines, utilize approved resources, and maintain transparent reporting practices. Ultimately, a well-executed co-op advertising strategy can lead to increased dealership traffic, higher sales, and a stronger Hyundai brand presence in the local market.

Hyundai Dealer Advertising Co-Op Program Guidelines for New Vehicles: A Comprehensive Overview Introduction
Hyundai dealer advertising co-op program guidelines for new vehicles serve as an essential framework that enables Hyundai dealerships across the country to collaborate effectively with the automaker on local advertising efforts. These guidelines are crafted to ensure consistent brand messaging, compliance with legal standards, and

optimal utilization of co-op funds. For dealers, understanding these guidelines is crucial to maximize the benefits of the program, secure reimbursements, and maintain a positive partnership with Hyundai. In this article, we delve into the detailed components of Hyundai's co-op advertising guidelines, providing a clear, professional, and reader-friendly overview to help dealers navigate the program confidently.

The Purpose and Scope of Hyundai's Co-Op Advertising Program

What Is the Hyundai Dealer Co-Op Program?

Hyundai's dealer advertising co-op program is designed to share the costs of local advertising campaigns between the automaker and its dealerships. This program encourages dealerships to promote Hyundai vehicles, especially new models, through various media channels, including print, digital, broadcast, and outdoor advertising.

Why Does Hyundai Implement a Co-Op Program?

- **Brand Consistency:** Ensures that Hyundai's brand image and messaging are uniformly presented across all dealerships.
- **Cost Efficiency:** Allows dealerships to amplify their advertising efforts without bearing the entire financial burden.
- **Market Penetration:** Supports local market initiatives to increase sales and brand awareness.
- **Compliance and Control:** Provides Hyundai with oversight to ensure advertising materials align with brand standards and legal regulations.

Scope

The guidelines cover all aspects related to co-op advertising for new Hyundai vehicles, including eligible advertising types, funding limits, creative standards, approval processes, and reporting requirements.

Eligibility and Dealer Participation

Who Can Participate?

- **Authorized Hyundai Dealerships:** Only dealerships that are officially franchised and in good standing with Hyundai are eligible.
- **Active License Status:** Dealers must maintain valid licensing and adhere to Hyundai's franchise agreement.
- **Adherence to Program Rules:** Participation requires compliance with all co-op program guidelines and timely submission of required documentation.

Dealer Responsibilities

- **Adherence to Budget Allocations:** Managing co-op funds within allocated limits.
- **Compliance with Creative Standards:** Ensuring all advertising materials meet Hyundai's branding and legal standards.
- **Timely Submission of Claims and Reports:** Submitting proper documentation for reimbursements and program audits.

Funding and Reimbursement Policies

Co-Op Budget Allocation

- **Funding Limits:** Typically, Hyundai allocates a percentage of the advertising costs, often ranging from 50% to 100%, depending on the campaign type and region.
- **Maximum Reimbursements:** Specific caps are set per campaign, per vehicle, or per media type to prevent overspending.
- **Annual Caps:** There may be yearly limits based on dealership size, sales volume, or prior participation history.

Eligible Expenses

- **Media Buying Costs:** Digital ads, TV, radio, print, outdoor advertising.
- **Creative**

Development: Design, copywriting, and production of ad materials. - Digital Campaigns: Search engine marketing, social media ads, display advertising. - Promotional Events: Local dealer events that meet program standards.

Reimbursement Process - Pre-Approval: Campaigns often require prior approval from Hyundai's regional or national advertising department. - Claim Submission: Post-campaign, dealers submit invoices, proof of placement, and other supporting documentation. - Review and Approval: Hyundai reviews submissions for compliance before issuing reimbursements. - Timelines: Reimbursements are typically processed within 30-60 days post-approval.

Creative Guidelines and Approval Process Standardized Branding Requirements - Logo Usage: Hyundai logo must be prominently displayed and used according to brand specifications. - Messaging: The advertising message should focus on new vehicle features, promotions, or dealership-specific offers. It must align with Hyundai's approved messaging themes. - Visual Elements: Use high-resolution images, consistent color palettes, and approved fonts.

Content Restrictions - Legal Compliance: All advertising must adhere to federal, state, and local advertising laws. - Truth in Advertising: Claims about vehicle performance, fuel economy, pricing, or incentives must be truthful and substantiated. - Prohibited Content: Avoid misleading statements, offensive imagery, or content that could harm Hyundai's reputation.

Creative Submission and Approval - Submission Timeline: Creative materials should be submitted for approval at least 10 business days before the campaign launch. - Approval Channels: Typically through Hyundai's designated digital portal or via email to regional marketing contacts. - Feedback and Revisions: Hyundai reserves the right to request modifications to ensure compliance.

Media Placement and Vendor Guidelines Approved Media Channels - Digital Media: Google Ads, Facebook, Instagram, Hyundai's official website, and authorized digital platforms. - Traditional Media: Local newspapers, radio stations, TV stations, and outdoor billboards, subject to approval. - Event Promotions: Local dealership events, test-drive events, or community sponsorships.

Vendor Selection - Authorized Vendors: Hyundai may provide a list of preferred media vendors to ensure quality and compliance. - Independent Vendors: Dealerships can choose their vendors but must ensure they meet Hyundai's standards and obtain prior approval.

Reporting, Tracking, and Compliance Campaign Tracking - Performance Metrics: Dealers must track key performance indicators such as leads generated, ad impressions, and sales conversions. - Reporting Tools: Hyundai may provide dashboards or templates to facilitate reporting. - Data Submission: Regular updates may be required during and after campaigns.

Audits and Reviews - Random Audits: Hyundai reserves the

right to audit campaigns to verify compliance with guidelines. - Documentation: Dealers must keep detailed records of all advertising expenses, approvals, and creative materials. Penalties and Non-Compliance - Reimbursement Denial: Non-compliant campaigns may be ineligible for reimbursement. - Disqualification: Persistent violations can lead to suspension from the co-op program. - Legal Responsibility: Dealers are responsible for ensuring all advertising complies with applicable laws and Hyundai standards.

Best Practices for Dealers Utilizing the Co-Op Program To maximize benefits and ensure compliance, Hyundai dealerships should consider the following best practices:

- Early Planning: Develop advertising calendars well in advance, allowing ample time for approval.
- Clear Creative Development: Use Hyundai-approved templates and messaging frameworks to streamline approval.
- Accurate Documentation: Maintain meticulous records of all expenses, approvals, and campaign results.
- Ongoing Training: Stay updated on program changes through Hyundai's dealer communications and attend training sessions.
- Collaborate with Vendors: Work with media vendors familiar with Hyundai's branding and compliance standards.

Conclusion Hyundai's dealer advertising co-op program guidelines for new vehicles are designed to foster a collaborative, compliant, and effective advertising environment. By understanding and adhering to these detailed guidelines, dealerships can optimize their local marketing efforts, secure reimbursements, and strengthen their relationship with Hyundai. Navigating these policies requires diligence, proactive planning, and a thorough understanding of the approval processes, creative standards, and reporting requirements. When executed properly, co-op advertising can be a powerful tool to boost dealership visibility, drive sales, and reinforce Hyundai's brand presence in competitive markets.

Final Thoughts For Hyundai dealerships, mastering the nuances of the co-op program is not just about compliance but about leveraging a strategic advantage. The right advertising, backed by Hyundai's support and guidelines, can significantly impact sales and customer engagement. As the automotive landscape becomes increasingly digital and competitive, staying informed and proactive about co-op program guidelines will be key to sustained success.

Questions & Answers About hyundai dealer advertising co op program guidelines for new

No	Question	Answer
1	What are the eligibility requirements for Hyundai dealer advertising co-op program for new dealerships?	New Hyundai dealerships must meet specific criteria such as completing dealership onboarding, maintaining a minimum sales volume, and adhering to Hyundai brand standards to qualify for the co-op advertising program.
2	How much funding can a new Hyundai dealer receive through the co-op advertising program?	Funding amounts vary based on dealership performance and campaign scope, but typically new dealerships can access a percentage of approved advertising costs, often up to 50% or more, depending on program specifics.
3	Are there any restrictions on the types of advertising that qualify for Hyundai co-op funds?	Yes, qualifying advertising includes approved media such as print, radio, digital, and TV campaigns that align with Hyundai branding guidelines and are pre-approved by Hyundai's marketing team.
4	What is the process for submitting co-op advertising claims as a new Hyundai dealer?	Dealers must submit detailed invoices and proof of campaign execution through Hyundai's designated online portal within specified timeframes to receive co-op reimbursement.
5	Are there any specific guidelines for digital advertising in Hyundai's co-op program for new dealers?	Yes, digital ads must comply with Hyundai's branding standards, include approved messaging, and be run on authorized platforms. All digital campaigns require prior approval before launch.
6	Can a new Hyundai dealer use co-op funds for local community or sponsorship events?	Typically, co-op funds are designated for advertising campaigns directly promoting Hyundai vehicles and services; community or sponsorship events are generally not eligible unless they include specific Hyundai branding and advertising components.

7	How does Hyundai ensure compliance with co-op program guidelines for new dealerships?	Hyundai monitors submissions, reviews advertising materials, and conducts periodic audits to ensure adherence to branding, messaging, and procedural guidelines for co-op reimbursements.
8	Where can new Hyundai dealers find detailed guidelines and resources for the co-op advertising program?	Dealers should refer to the official Hyundai Dealer Co-op Advertising Program Manual available on the Hyundai Dealer Portal or contact their regional Hyundai representative for support and detailed guidelines.

Hyundai dealer, advertising co-op, program guidelines, new vehicle promotion, dealer marketing, co-op funding, advertising standards, Hyundai partnership, promotional compliance, dealer advertising policies