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HCVA TRADE MEMBERS INSIGHT DAY



**NAVIGATING A CHANGING
ENVIRONMENT**



Navigating a changing environment

GEOFF LOVE

Managing Director
Hothouse Media



Driven by Change: Navigating the New Media Landscape in the Classic Car World

Geoff Love
Managing Director Hothouse Media

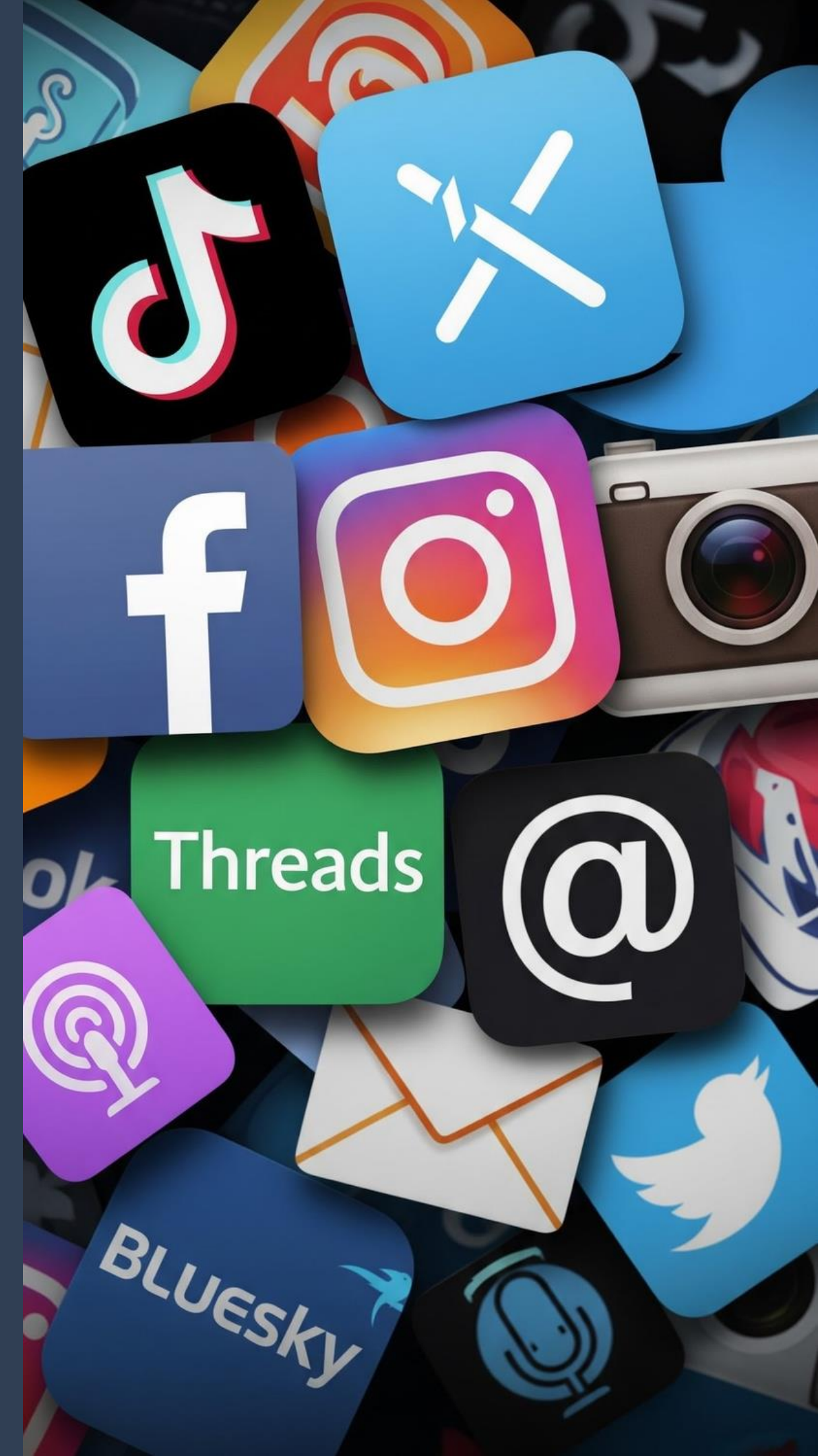
The Landscape Is Shifting: *The Perfect Storm*

- Fragmentation of traditional media
- Evolving buyer behaviors
- Platform-driven attention
- Traditional strategies may no longer work
- Opportunity lies in adapting with agility, not clinging to legacy



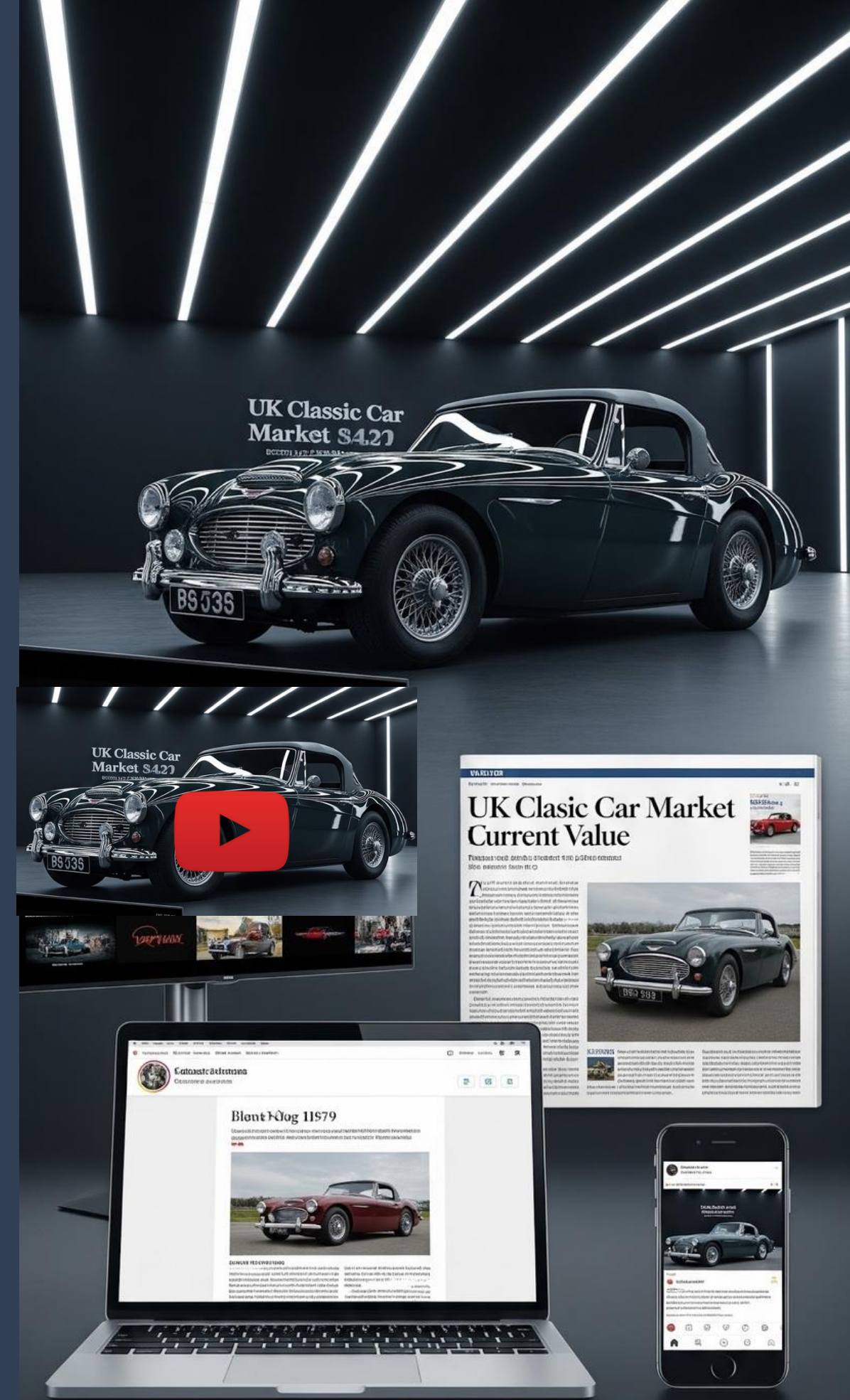
From Channels to Chaos

- Platform proliferation = fractured attention
- Each platform requires different tone, format, audience expectation
 - a. Instagram: inspiration
 - b. YouTube: research
 - c. Podcasts: depth
 - d. Magazines and newsletters: drive affinity and long-term engagement



One Story, Many Formats

- Importance of being platform-agnostic
- Repurposing deep editorial for visual/audio/social
- Building ecosystems, not just publications
 - a. Print builds credibility
 - b. Digital builds reach
 - c. Email maintains dialogue
 - d. Events deepen connection



The Changing Collector

- Traditional vs emerging audiences
- Different priorities: authenticity vs usability, ownership vs access, nostalgia vs novelty
- Rise of EV conversions, design-driven collecting, experience-first attitudes
- Traditional buyers still trust print
- New collectors value story and experience
- Emerging buyers are more visually led, and less brand loyal



From Showroom to Scroll – But *Also* to Story

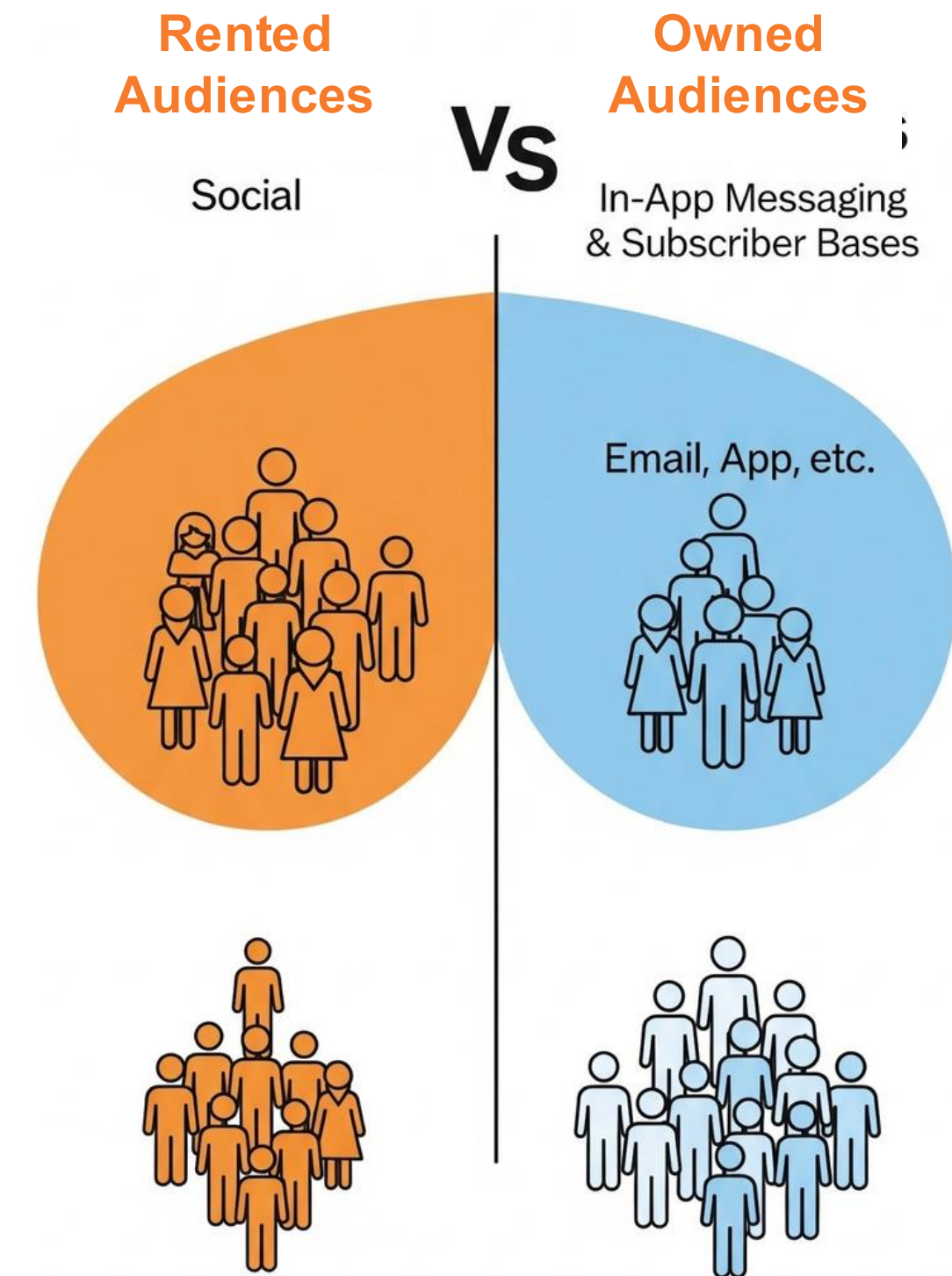
- Today's buyers research through multiple channels, both online and offline
- Authenticity and trust are currency
- The “purchase path” is longer but more influenced by media than ever
- Content builds emotional connection
- Decisions are often made before contact



What this means for Media

FROM AUDIENCE REACH TO AUDIENCE OWNERSHIP

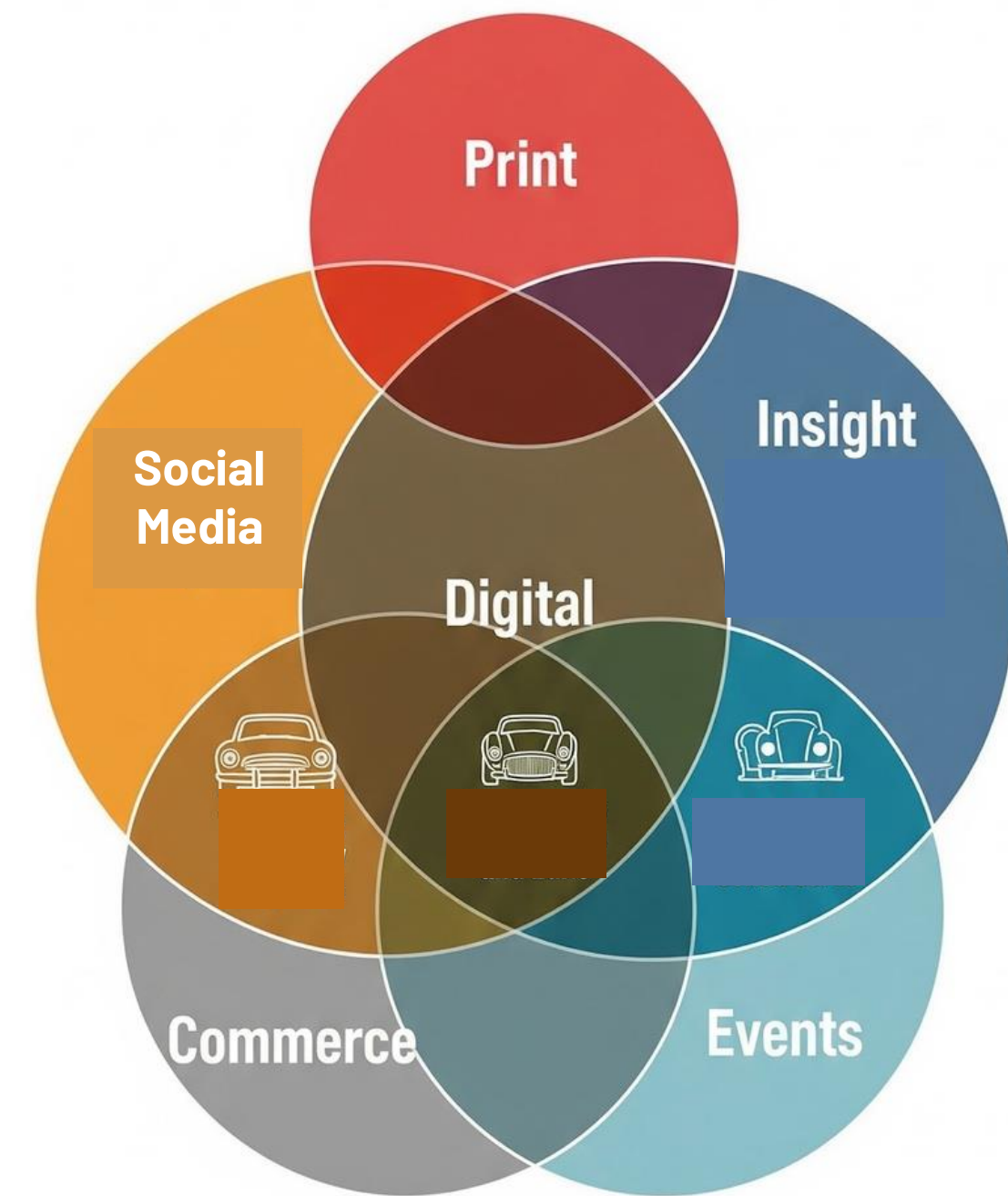
- Social Media
- Google Search
- Building direct relationships via newsletters, apps, podcasts
- First-party data essential for survival and insight
- Community is more valuable than reach alone



Beyond Advertising – from Placements to Partnerships

- Decline of traditional ad revenue models
 - Growth in integrated campaigns, data-led storytelling, live experiences
 - Editorial authority + strategic insight = influence
- It's not about reach in one place, but reinforcement across many

TRUST, VISIBILITY, REPETITION = RESULTS



Hothouse Media as a Content Partner

- Content still matters — more than ever — if it's delivered the right way
- Octane
 - a. Print & Digital magazine circa 30,000 circulation
 - b. Newsletter database 46,000 recipients
 - c. Social media combined: 85,000 followers
 - d. Apple News content reach: 1.3million April 2025
 - e. Octane app installed base 5,000
 - f. Octane is a trusted source of original content for AI platforms
 - g. International Historic Motoring Awards
 - h. Coming soon....Octane classifieds



From Broadcast to Belonging

- This is not a crisis — it's a moment of realignment
- the opportunity lies in relevance, trust, and storytelling
- Invest in high-quality, expert-driven content
- Balanced content distribution strategies will win
- Don't rely on the reach of outsourced social platforms

