

FLIPPING THE FUNNEL

A Digital-First Approach to Communications Planning

APCO
worldwide®

2018 - What Happens in an Internet Minute

973,000
Logins to Facebook



3.7 million
Search queries on Google



266,000
Hours watched on Netflix



\$862,823
Spent online



2.4 million
Snaps created




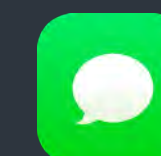
25,000
GIFs sent via Facebook
Messenger



38 million
Messages on Whatsapp



67 
Voice-first devices shipped



18 million
Text messages



4.3 million
Videos watched on
Youtube



375,000
Apps downloaded



174,000
Scrolling Instagram



481,000
Tweets sent



1.1 million
Swipes on Tinder



187 million
Emails sent



936,073
Views on Twitch

1993–1999

THE
DESTINATION
WEB

“There are too many websites that I don’t know about.”

2000–2007

THE
SEARCHABLE
WEB

“There is too much information that I don’t trust.”

2008–2014

THE
SOCIAL
WEB

“I love my friends, but boy are they annoying.”

2014–Now

THE
DISTRIBUTED
WEB

“Too many \$%#&ing apps and feeds!”

Transitions

From

To

Our properties



Distributed content

Destination web sites



Content hubs

Deep content



Intercept content

User experience follows our
storytelling structure



User experience follows
behavioral cues

Users



Tribes

Our voice



Influential endorsers

HOW DO WE
TRANSITION TO THIS NEW
COMMUNICATIONS ERA?

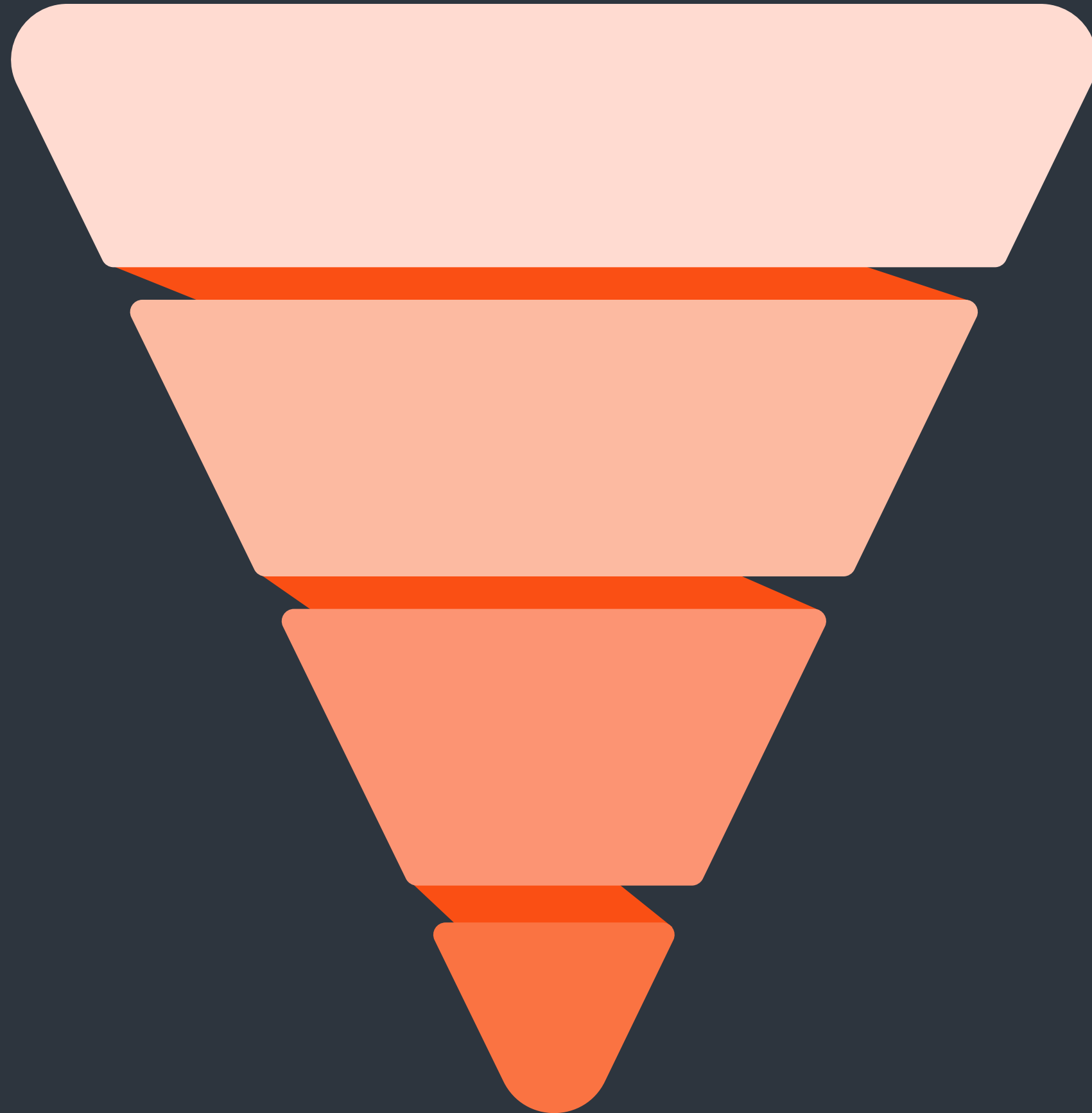
The Traditional Advertising Funnel Won't Work

Target
a huge audience

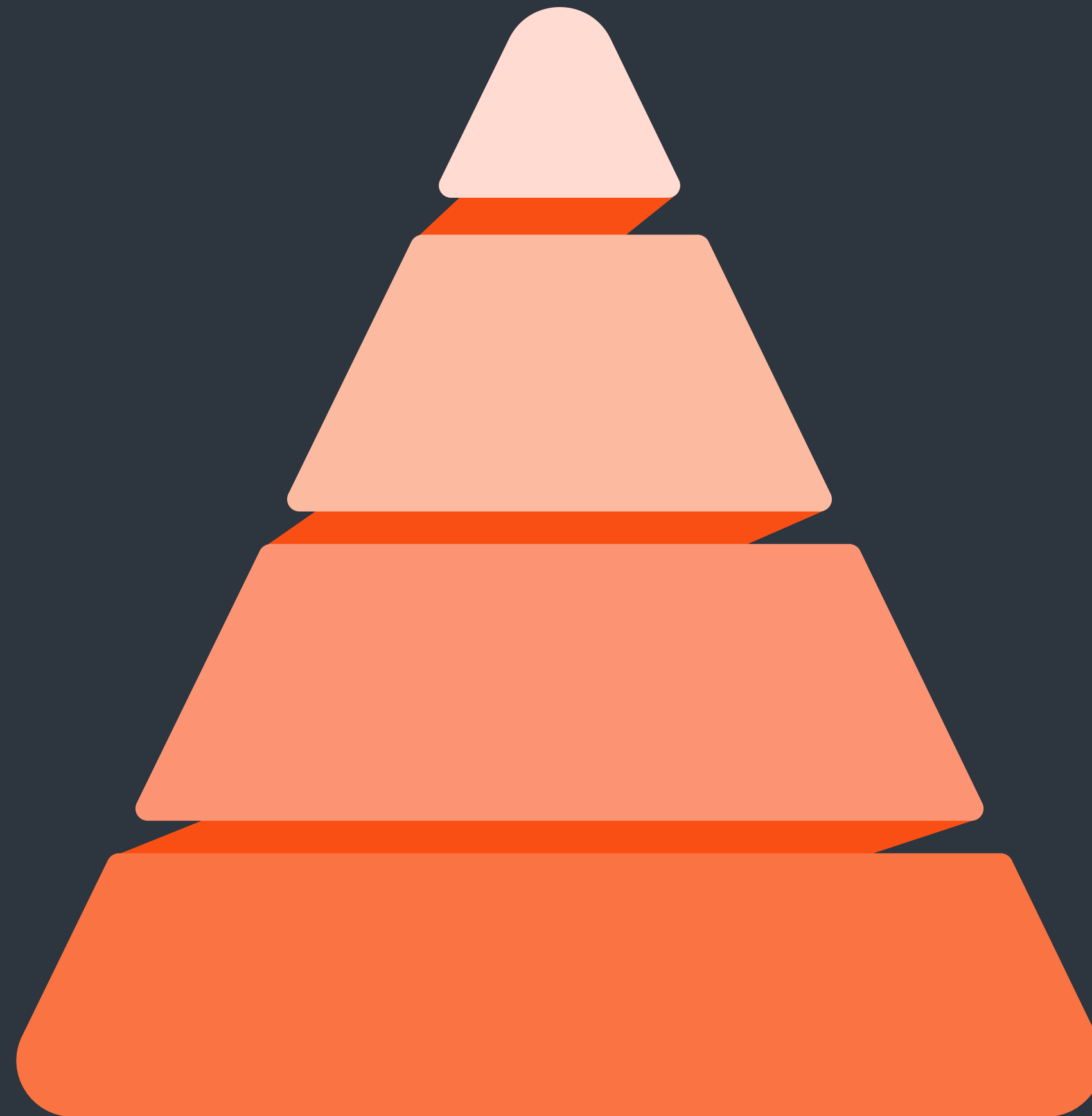
Gain
some interested users
or customers

Spam
them

New
customers or
followers



Flipping the Funnel: Growing Your Audience



Love

your customers

They Lead

their friends to you

Friends

want some
lovin' too

Some

try you out.
Some don't.

HIGHLIGHTING HONDA'S
INVESTMENT IN AMERICA
AMONG POLITICAL ELITES

Challenge



Honda of America partnered with APCO to increase awareness and appreciation among D.C. political influencers of its long-standing, impactful contribution to America.

Honda needed to develop a unique proposition to stand out and gain the attention of inside-the-beltway policy influencers.



Research and Insights



Media analysis identified an interest in stories about contribution to the economy, impact on the environment, and advances in automotive technology.

Original opinion research among DC-based policy influencers confirmed that Washington insiders wanted to hear about Honda's:

Economic contribution

Innovation

Environmental impact

Established baselines on perceptions, advertising recall and message pull-through to enable us to measure campaign impact.



Target tribes with

killer facts

about Honda relevant to the causes they care about most.



Execution

Educate
Engage
Confirm
Educate & Reinforce

50
Years,
Zero
Layoffs



HONDA

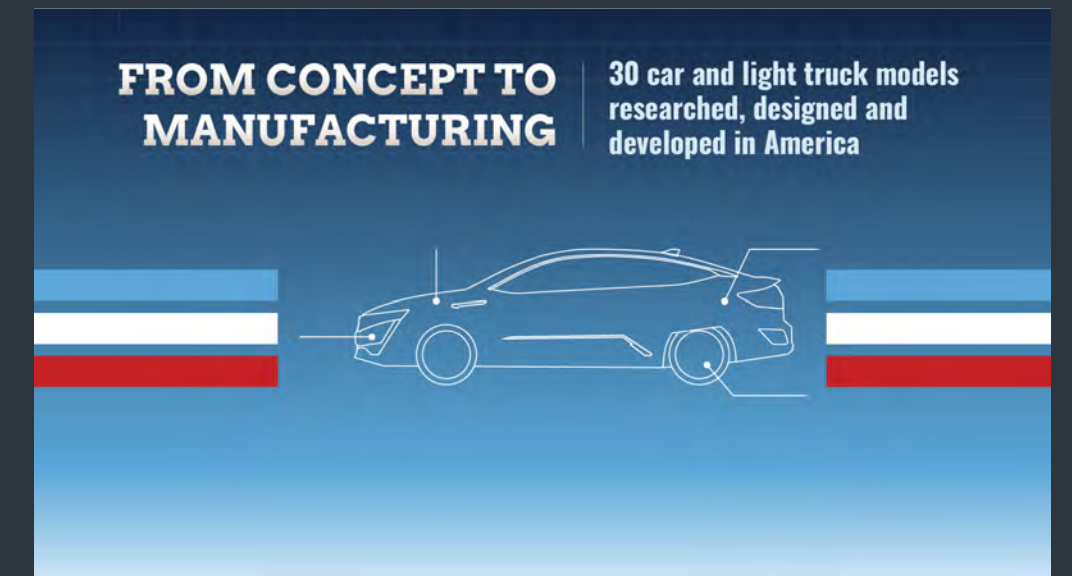
PURCHASING FROM U.S. COMPANIES \$41.7B from more than 12,800 suppliers



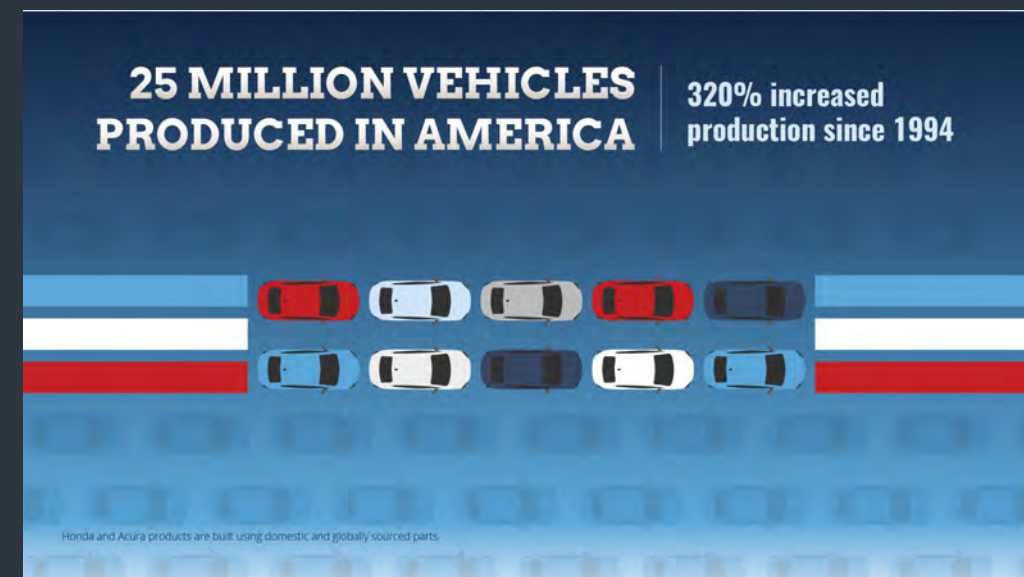
What Does Investing in America Look Like?



FROM CONCEPT TO MANUFACTURING 30 car and light truck models researched, designed and developed in America



25 MILLION VEHICLES PRODUCED IN AMERICA 320% increased production since 1994



Honda and Acura products are built using domestic and globally sourced parts.

This is Honda In America



LEARN MORE

Metrics Summary



Recall is strong for a spend of this size and duration.

Delivered 4X the impressions

a traditional campaign would have yielded due to the efficiency of digital targeting.

Performed consistently


over benchmarks for initial interactions, and

significantly higher

in second level interactions versus non-targeted digital campaigns, confirming targeting method worked.



Results



At a time when most competitors decreased in policy effectiveness, Honda improved 11%



VANTAGESCORE:
BUILDING RELATIONSHIPS
AROUND CREDIT SCORES

Challenge



VantageScore has historically communicated directly with lenders and direct-to-consumer credit score websites.

In 2016 VantageScore reached an

inflection point

where it needed to

**directly engage and build relationships
with consumers.**



Uncovering Audiences & Insights

Phase 1:
Discovery

Digital Research

Phase 2:
Deepen Consumer Insights

Online Focus Group

Phase 3:
Audience Extrapolation

Consumer Survey

Audiences & Insights



52%
In a Tribe

48%
Not in a Tribe



26%
Couponers and
sweepstakes players

19%
Career-oriented
young adults

15%
Small business
entrepreneurs

14%
Mid-career
professionals

Increase awareness and affinity for VantageScore among consumers by

engaging them in conversations

around how credit can help them feel more secure about their future and provide confidence in the journey to get there.



Execution

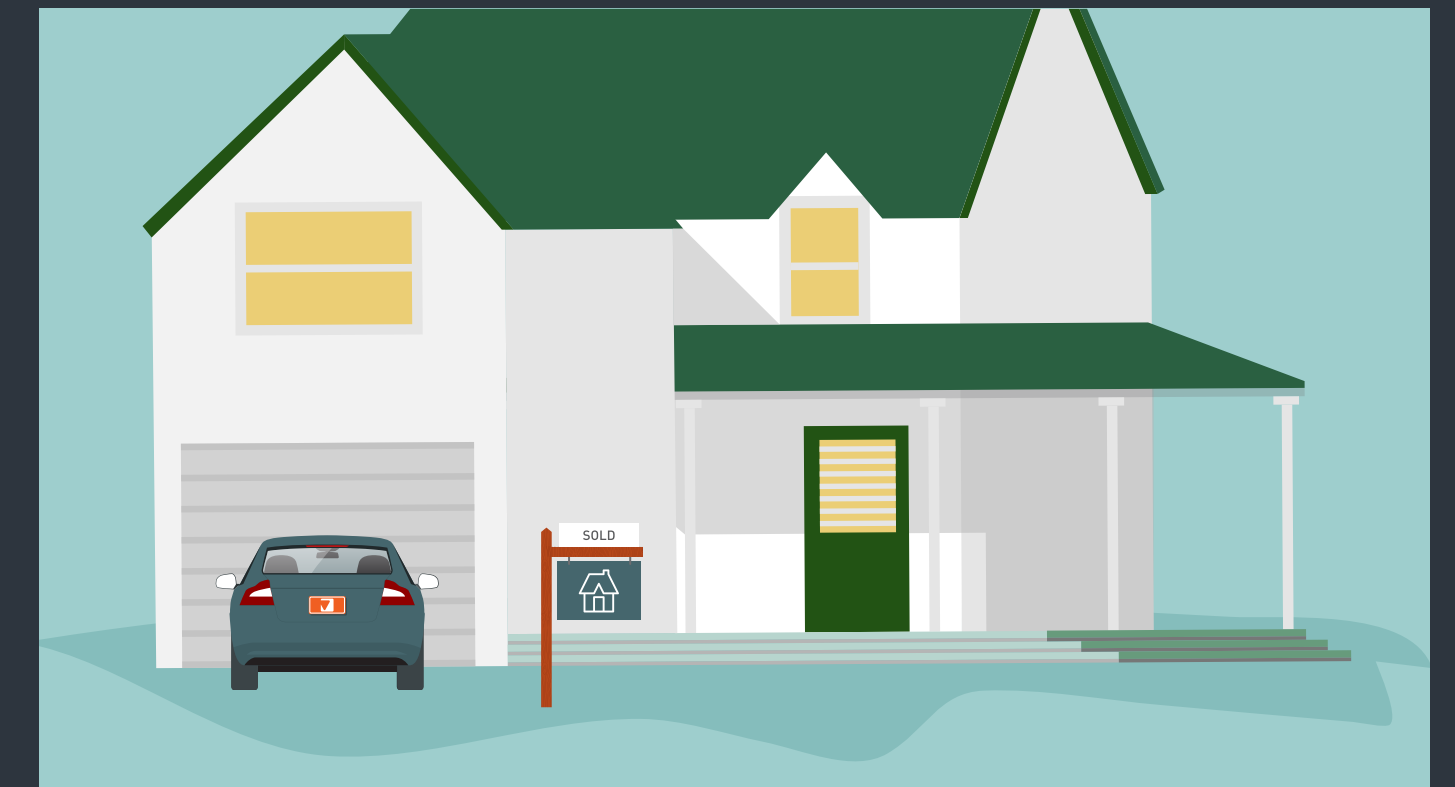
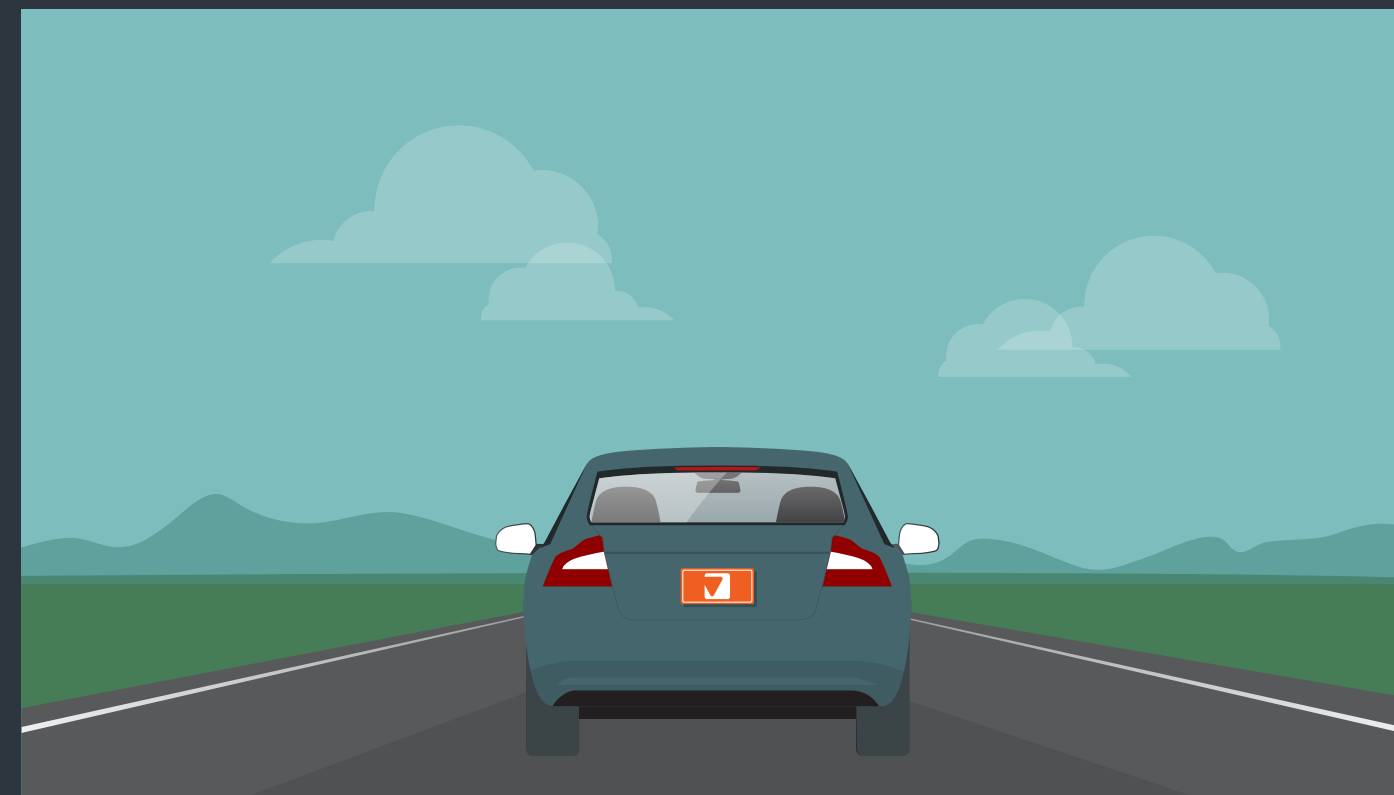
Integrated campaign across:

Social media

Traditional media

Influencer engagement

Targeted at and tailored to the
4 identified audiences



Results



VantageScore's name ID has increased at a time when credit scores/credit reporting is not dominating the news.

While other credit score organizations' awareness is unchanged...

Awareness of VantageScore increased by **6%**

50% of respondents can offer an opinion of VantageScore, up from 44% in the fall.

Among those who have a preference, preference for VantageScore increased by **3%**

19% increase in awareness among people in an identified audience persona



KEY TAKEAWAYS

Key Takeaways

Know your audience

Give them what they want

Figure out what works and do more of that

Q&A

Keep the Discussion Going

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