FLIPPING THE FUNNEL
A Digital-First Approach to Communications Planning
<table>
<thead>
<tr>
<th>Activity</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logins to Facebook</td>
<td>973,000</td>
</tr>
<tr>
<td>Search queries on Google</td>
<td>3.7 million</td>
</tr>
<tr>
<td>Hours watched on Netflix</td>
<td>266,000</td>
</tr>
<tr>
<td>Spent online</td>
<td>$862,823</td>
</tr>
<tr>
<td>Snaps created</td>
<td>2.4 million</td>
</tr>
<tr>
<td>GIFs sent via Facebook Messenger</td>
<td>25,000</td>
</tr>
<tr>
<td>Messages on Whatsapp</td>
<td>38 million</td>
</tr>
<tr>
<td>Voice-first devices shipped</td>
<td>67</td>
</tr>
<tr>
<td>Text messages</td>
<td>18 million</td>
</tr>
<tr>
<td>Videos watched on Youtube</td>
<td>4.3 million</td>
</tr>
<tr>
<td>Apps downloaded</td>
<td>375,000</td>
</tr>
<tr>
<td>Scrolling Instagram</td>
<td>174,000</td>
</tr>
<tr>
<td>Tweets sent</td>
<td>481,000</td>
</tr>
<tr>
<td>Swipes on Tinder</td>
<td>1.1 million</td>
</tr>
<tr>
<td>Emails sent</td>
<td>187 million</td>
</tr>
<tr>
<td>Views on Twitch</td>
<td>936,073</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our properties</td>
<td>Distributed content</td>
</tr>
<tr>
<td>Destination web sites</td>
<td>Content hubs</td>
</tr>
<tr>
<td>Deep content</td>
<td>Intercept content</td>
</tr>
<tr>
<td>User experience follows our storytelling structure</td>
<td>User experience follows behavioral cues</td>
</tr>
<tr>
<td>Users</td>
<td>Tribes</td>
</tr>
<tr>
<td>Our voice</td>
<td>Influential endorsers</td>
</tr>
</tbody>
</table>
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
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.
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
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.
At a time when most competitors deceased in policy effectiveness, Honda improved 11%
VANTAGESCORE:
BUILDING RELATIONSHIPS AROUND CREDIT SCORES
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

- In a Tribe: 52%
- Not in a Tribe: 48%

- 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.
Integrated campaign across:

**Social media**

**Traditional media**

**Influencer engagement**

Targeted at and tailored to the 4 identified audiences

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**Execution**

Turn your side hustle into your main hustle!
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
Travis Bullard
Director, APCO Worldwide
tbullard@apcoworldwide.com
@tsbullard

Mary Alice Rose
Consultant, APCO Worldwide
mrose@apcoworldwide.com