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Conversation analysis

## What automotive consumers are saying and doing online

- Potential buyers turn to online spaces to **solicit peer recommendations**
- Passionate and knowledgeable **auto enthusiasts** are active in forum communities
- Major **automotive sites** (e.g., CBB, Edmunds) are highly influential **resources** for vehicle information
  - Vehicle reviews and ratings
  - User site posts, user-generated forums
- Auto **bloggers** frequently share the latest industry news and vehicle reviews
- Dealers and individual users leverage social media sites to **sell new and used vehicles**
- Consumers **infrequently discuss service and parts**, but do converse about vehicle reliability and servicing at local dealerships

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# Total volume by model

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Model	Brand	Volume	Share (%)
Acura MDX	Acura	5,384	9%*
Honda Accord	Honda	2,411	4%
CX-7	Acura	72	1%
CX-9	Acura	8	1%
Civic	Honda	31,280	18%
Accord	Honda	24,213	13%
CR-V	Honda	4,330	2%
Fit	Honda	1,168	1%
Jetta	Volkswagen	10,341	10%
Passat	Volkswagen	6,600	6%
Tiguan	Volkswagen	1,109	1%
Touareg	Audi	1,691	2%

Car X and Z conversations occurred more frequently than any other model

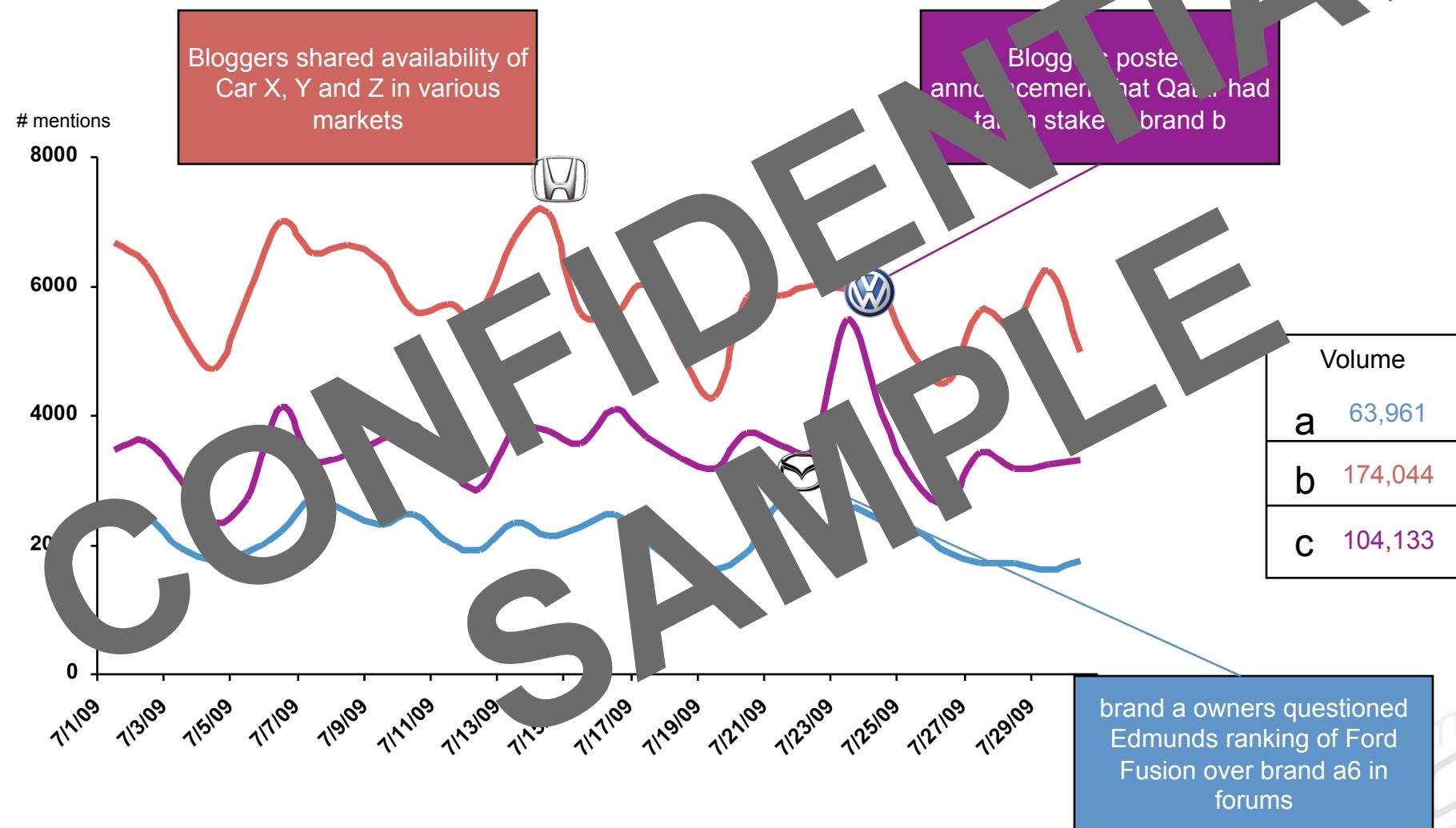
- Nearly 6:1 ratio of Civic to brand a3 conversations compared to 3:1 ratio of brand c to brand a

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- Nearly 6:1 ratio of Civic to brand a3 conversations compared to 3:1 ratio of brand c to brand a
    - CUV and SUV chatter was minimal for all OEMs

\* Percentage of oem's total conversations  
DATE RANGE: 30 day snapshot ending July 30, 2009

## Volume over time



# brand a Conversation Summary



Fuel efficient, solid performance, fun to drive

- Fans frequently share positive experiences and recommend to peers
- Drivers love the handling and quick response
- Current \$0 down payment for lease shared frequently in Facebook and Twitter
- Prospective owners hesitant after hearing of rust issues

Spacious, sporty sedan, lacks quality interior

- Several owners choose for sporty appearance Recommended for those needing more spacious sports vehicle
- Frequent discussion of Edmunds' ranking of Ford Fusion over brand
- Not considered a serious alternative to sedan
- Touring new entry-level luxury price without luxury interior

Decent fuel efficiency, sporty design

- Sporty design preferred over comparable CUVs
- brand owners comment that they upgraded to CX-7
- Owners noted CX-7 popularity growing with men for appearance and safety
- Several owners pleased with overall fuel economy

Decent fuel efficiency, ideal for families

- Great handling for larger vehicle
- Consistently recommended in "mommy" communities as a fun family vehicle
- Mixed reviews of fuel economy
- Several 2009 owners require updates of Navigation DVD unavailable at local dealerships



brand “a” social media footprint: current initiatives

## brand a on facebook

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The screenshot shows a Facebook profile page for 'Mazda North America'. At the top, there's a large image of a red Mazda car. Below it, there are sections for 'Photos' (193), 'Videos' (5), and 'Services'. A link to 'Follow us on twitter at: http://twitter.com/NewsFromMazda' is present. The 'Information' section lists 'Networks: Mazda North America, Orange County CA' and 'Friends: 573 friends'. The 'Recent Activity' feed shows several posts from other users, such as 'Mazda and Todd Smith are now friends.' and 'Mazda and Greg N... are now friends.'. A note at the bottom encourages users to follow them on Twitter.

Links to Twitter @newsfrommazda

Little control with tabs/applications

Very little interaction with/from users

- Current Brand A USA page is a Personal Page – not a Fan Page
  - Being a Personal Page makes it hard for fans to find official brand a Fan Page
  - Fan Pages allow for much more control and the ability to track fan activity
  - Facebook cannot transfer fans/content from a Personal Page to a Fan Page

# brand a on facebook

Facebook.com/brand arx8

Almost 20,000 fans

Founded in 2004

Includes discussion thread "Brand ARX8 vs. RX8" where 29 fans defend the model against the original poster

No company information on "Info" tab (only brief listing of vehicle lineup) or this description module



Limited customization of the layout/tabs – no brand content

Active fan wall -  
Mainly a photo board and discussion page for fans with questions about buying a car/ accessories.  
Limited activity by page administrator

# brand a on facebook

Facebook.com/brand a3

Over 10,000 fans

Founded in 2007



A appears under a search for 'brand a3' (one word).  
Searching for "brand a 3" (two words) takes you to a page with 1,800 fans and no wall posts

Infrequent wall postings; page primarily consists of fan photos

No activity from the page administrator since April 2009

# brand a on facebook

Facebook.com/brand a appears to be owned by an individual

The screenshot shows a Facebook page for 'Mazda 6'. At the top, there's a profile picture of a silver Mazda 6. Below it, a banner reads 'Mazda 6' and 'Becca is a Fan'. The page has 1,533 likes. A post from November 16, 2008, at 2:11am by Alexandre Falardeau says: 'Btw now it going so well with new clutch and transmission'. This post has 15 likes and 4 comments. There are also several photo albums displayed, such as 'Mazda 6' and 'Mazda 6 Photos'. The 'Info' tab is selected, showing basic information about the page.

Lacks content: 1 wall post, 1 photo album and brand a marketing copy on the "Info" tab

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# brand a on twitter

The screenshot shows the Twitter profile for 'brand aracing'. The bio reads: 'Star Mazda competition is still quite close; 4 rounds remain including the coming weekend's. Prize money & a guaranteed Atlantic seat await!' Below the bio is a link to a racing film. The sidebar shows 72 tweets and 654 followers. A large image of a Mazda race car is displayed on the left.

brand aracing

- Over 1,100 tweets since March 2009
- Links to brand amotorsports.com
- Tweets about race standings, individual events, and links to information about races
- Mainly informational tweets and retweets, infrequent responses to followers

The screenshot shows the Twitter profile for 'NewsFrombrand a'. The bio reads: 'Want to see what Mazda employees do on weekends? Visit www.robertdavies.com Also, read this: http://bit.ly/2aJLwv'. Below the bio is a link to a news article. The sidebar shows 67 tweets and 489 followers. A large image of a Mazda car is displayed on the left.

NewsFrombrand a

- 67 tweets since April 2009
- Links to brand branda.com
- Tweets center around brand a news and updates from the brand a raceway
- Informational tweets and retweets, no responses to followers
- Bio and wallpaper could be improved

# the brand a name on twitter

brand a\_RX8 tweets about RX8 news and the user's personal RX8

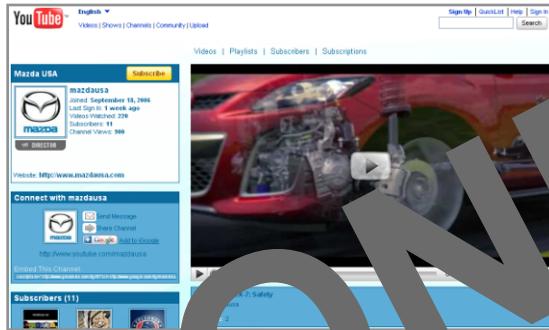
ZoomZoomNews tweets information regarding brand a news and corporate news

brand a is owned by an individual, Tsutomu brand a

brand ausa has been suspended due to suspicious activity

# brand a on youtube

brand ausa  
Joined 09/2006

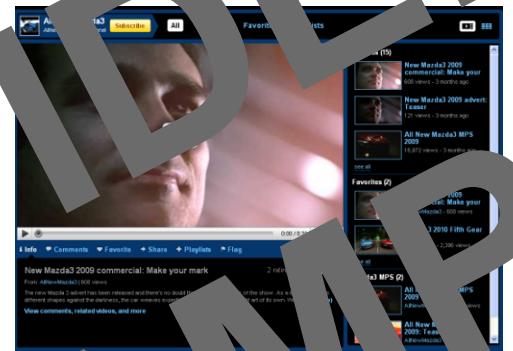


Free user channel with no customization and limited profile

Primarily consists of videos in conjunction with new product launch

Low viewership/subscribers

allnewbrand a3  
Launched 12/2/08

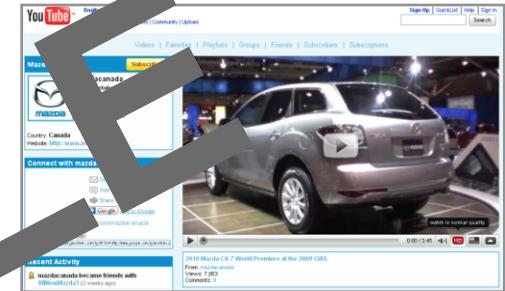


Over 1,000 channel views and 15 subscribers

Several videos to support the brand a3 launch

Links to [www.newbrand a3.com](http://www.newbrand a3.com) microsite

brand acanada



Over 900 channel views and 19 subscribers

Mainly consists of product videos

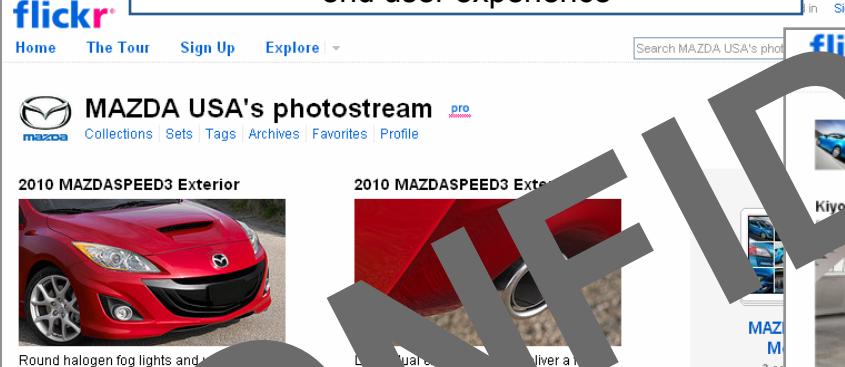
Several videos have high page views

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# brand a on flickr

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brand a USA  
No user comments, opportunity to optimize end user experience



MAZDA USA's photostream pro

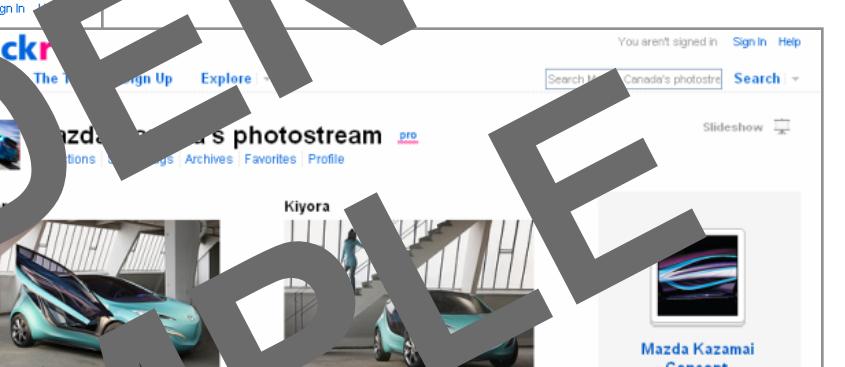
2010 MAZDASPEED3 Exterior

Round halogen fog lights and ...

2010 MAZDASPEED3 Exterior

Light dual exhaust tips deliver a ...

All rights reserved  
Uploaded on Jul 24, 2009



Mazda Canada's photostream pro

Kiyora

MAZDA Kiyora

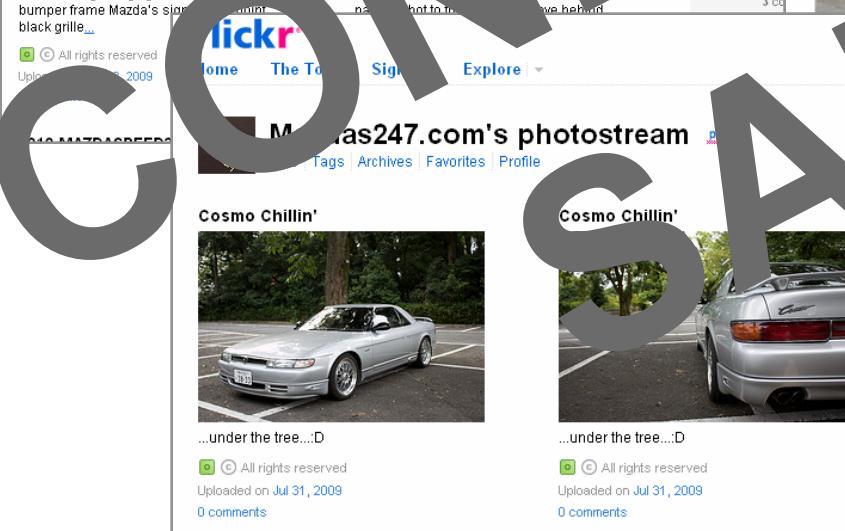
3 photos

Kiyora

MAZDA Kiyora

28 photos

All rights reserved  
Uploaded on Apr 21, 2009



Mazdas247.com's photostream pro

Cosmo Chillin'

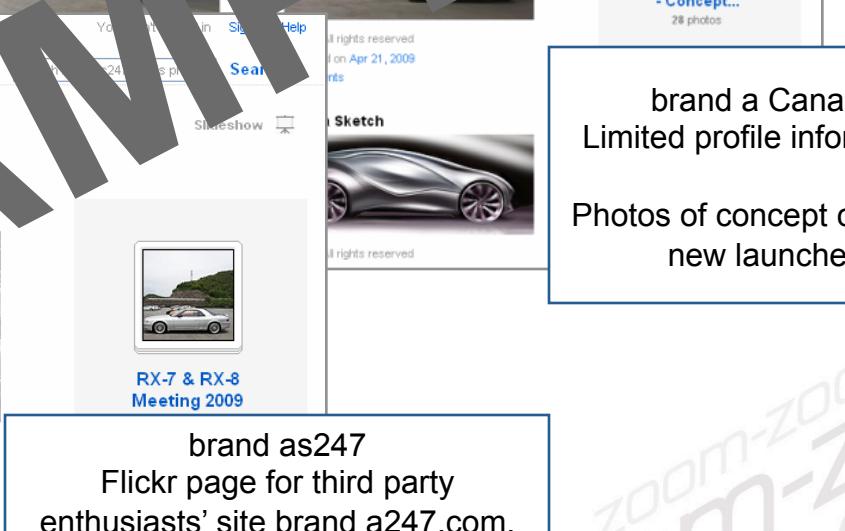
...under the tree...:D

All rights reserved  
Uploaded on Jul 31, 2009  
0 comments

Cosmo Chillin'

...under the tree...:D

All rights reserved  
Uploaded on Jul 31, 2009  
0 comments



RX-7 & RX-8 Meeting 2009

All rights reserved

brand as247

Flickr page for third party enthusiasts' site brand a247.com. Filled with user photos, brand a car clubs and new vehicles



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consumer-created social media footprint

OEM	Branded Fan Pages	Total Fans	Admin Participation	Appears "Official"	Score	Comments
	12	300,000	High	Yes	<span style="color: blue;">█</span>	Content rich, great graphics, page integration
 *	2	162,000	High	Yes	<span style="color: blue;">█</span> <span style="color: blue;">█</span> <span style="color: blue;">█</span> <span style="color: blue;">█</span>	Quality graphics/layout, integration with other media
	3	14,000	High	Yes	<span style="color: blue;">█</span> <span style="color: blue;">█</span> <span style="color: blue;">█</span> <span style="color: blue;">█</span>	Quality design, contests have high response
	1	35,000	High	Yes	<span style="color: blue;">█</span>	Quality images, but focus on Prius only
	1	4,000	High	Yes	<span style="color: blue;">█</span>	Quality design for contest, low fan participation
	3	—	High	Yes	<span style="color: blue;">█</span>	Quality page design, minimal focus on cars
	4	32,000	Low	No	<span style="color: blue;">█</span>	Low admin activity, no official branding
	2	10,000	Low	No	<span style="color: blue;">█</span>	Pages appear fan-created

\* Includes MINIUnited

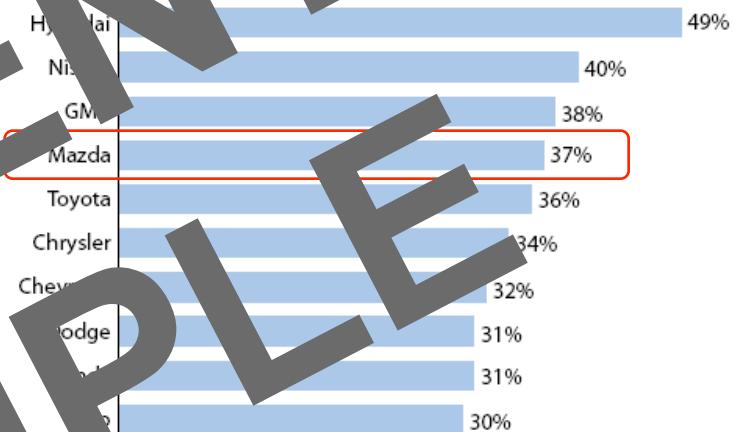
# Summary of key findings

	Strengths	Challenges
Conversation Analysis	<ul style="list-style-type: none"><li>- Fans frequently share positive experiences and recommend brand a to peers</li><li>- Limited negative perception</li><li>- Percentage of forum chats highlight brand a, indicating high engagement levels</li><li>- Fans highly enthusiastic about sporty body style</li></ul>	<ul style="list-style-type: none"><li>- Low engagement volume among brands</li><li>- Many unaware of brand a's quality and reliability</li><li>- Brand is too "youthful"</li><li>- Limited consideration for fuel efficiency</li></ul>
Social spaces assessment	<ul style="list-style-type: none"><li>- Visibility on most popular sites</li><li>- Easy to engage; decent-sized following on several social spaces</li></ul>	<ul style="list-style-type: none"><li>- Multiple, disjointed social media profiles lack community management and confuse users</li><li>- Useful or engaging content limited</li><li>Competitors offer engaging and innovative content, with integration across social media landscape</li></ul>
Stakeholder Interviews	<ul style="list-style-type: none"><li>- Employees are passionate about the brand and enjoy working at brand a</li><li>- Momentum from positive product reviews in last 2-3 years</li><li>- Zoom Zoom: fun to drive, enthusiast-oriented, grass roots efforts similar to brand c from years back</li></ul>	<ul style="list-style-type: none"><li>- Low awareness and familiarity</li><li>- Lack of corporate governance for employee social media participation</li><li>- Limited internal resources (time, budget) to devote to social media</li><li>- No formal social media monitoring in place to inform content strategies</li></ul>

## Summary of KEY findings

### Opportunities

- Leverage brand a enthusiasts (official enthusiast groups, online communities such as brand a247, "Cars and Coffee")
- Message quality and reliability for those that are not familiar with brand
- Previous coupon testing in mobile and Facebook was promising
- Build on success and learnings from Facebook/MySpace brand a3 days contest
- Leverage and promote brand a racing to broader community (brand a raced more than any other maker in any given year)
- Develop process and policy for interested enthusiasts to participate in brand a's social media strategy
- Integrate offline events to online channels



37% of MUSA visitors would like to see more user-generated content to help make decisions (Forrester)

## Next Steps

- Define social technographic profile of brand & customer
- Develop strategic vision for social media
- Design social media ecosystem (i.e. role of each major social media space proposed)
- Identify lists of assets that could be leveraged in social media

Promote and prioritize initial set of social media program recommendations

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