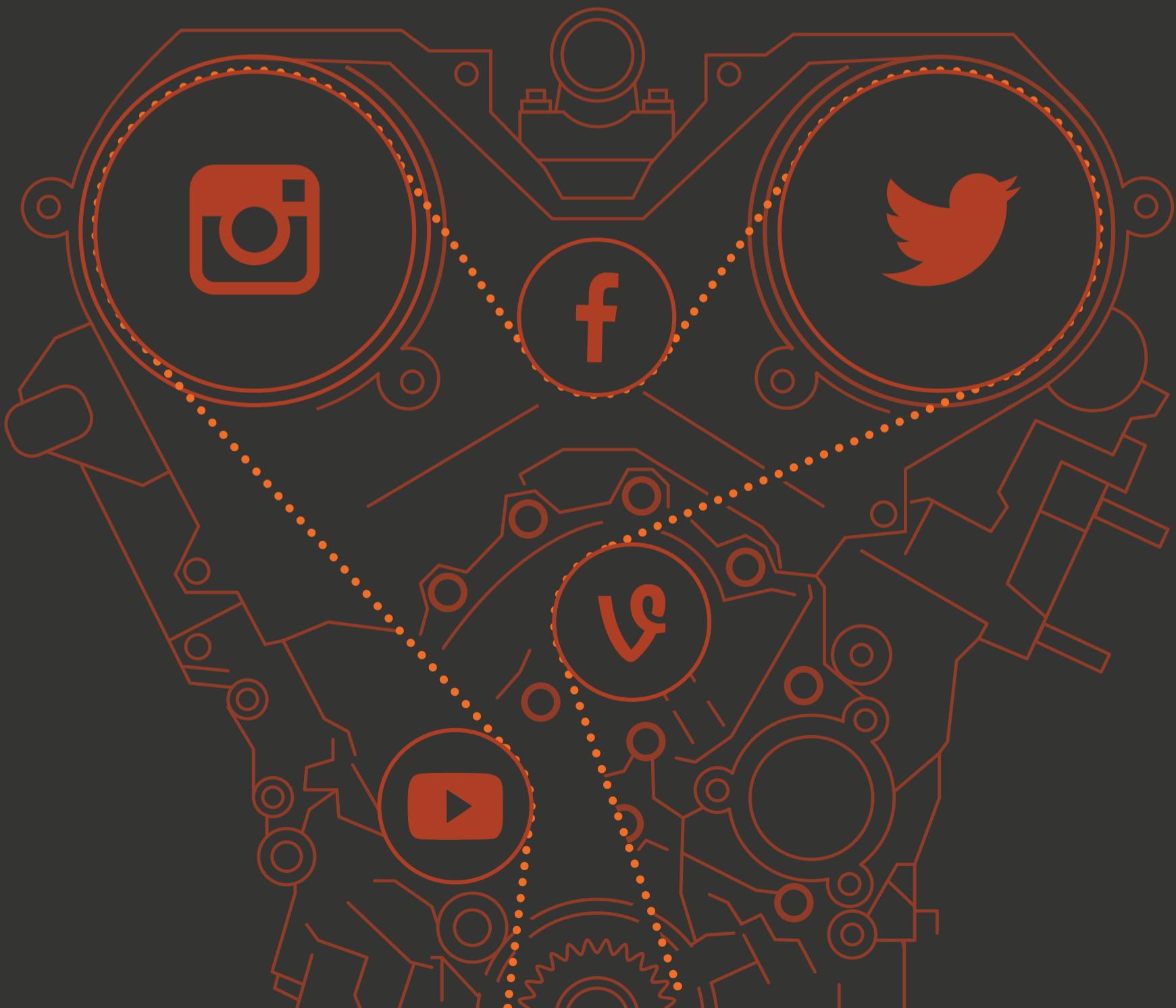




INDUSTRY SPOTLIGHT

# Social Media: Fueling The Automotive Industry

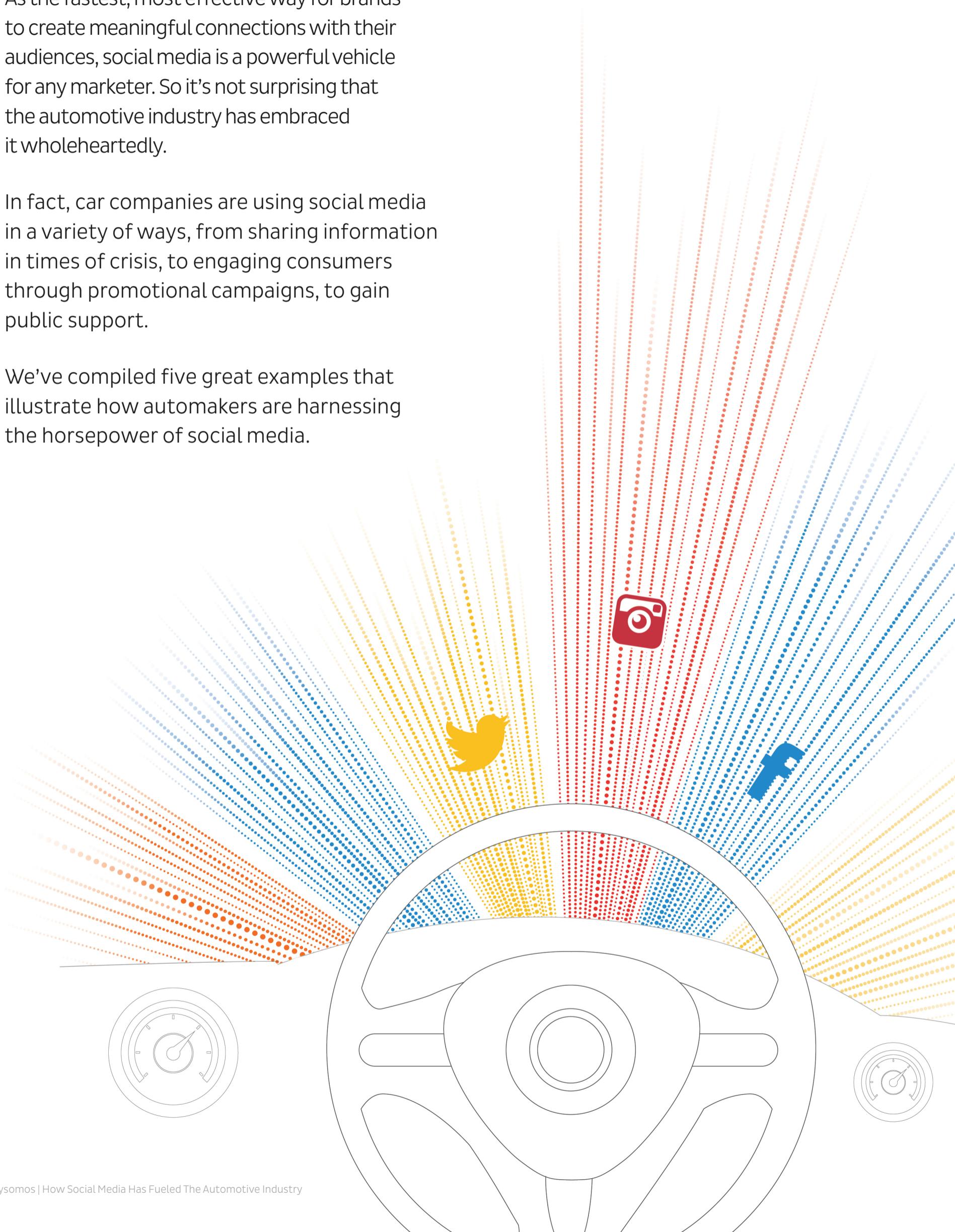


## INTRODUCTION

As the fastest, most effective way for brands to create meaningful connections with their audiences, social media is a powerful vehicle for any marketer. So it's not surprising that the automotive industry has embraced it wholeheartedly.

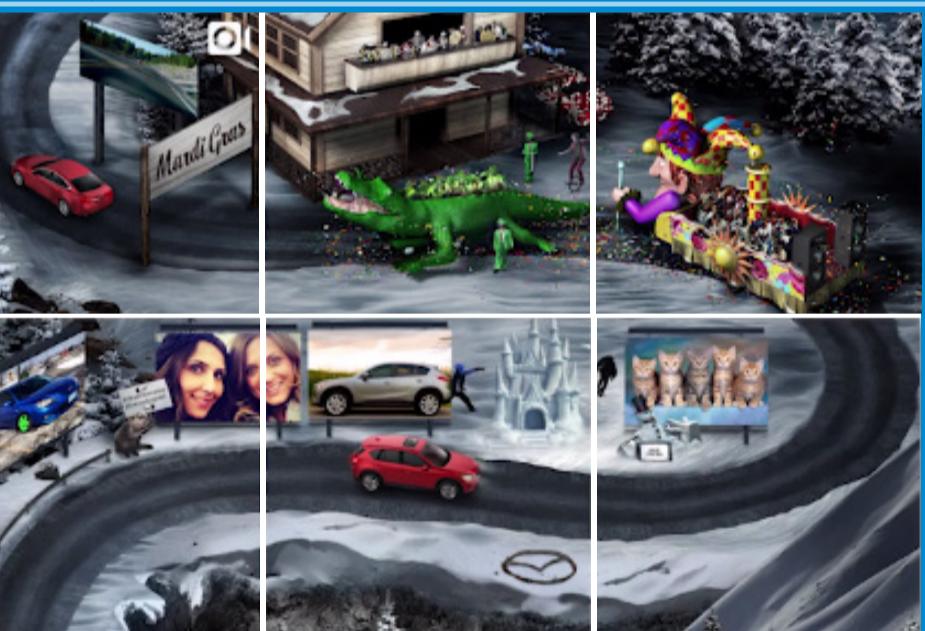
In fact, car companies are using social media in a variety of ways, from sharing information in times of crisis, to engaging consumers through promotional campaigns, to gain public support.

We've compiled five great examples that illustrate how automakers are harnessing the horsepower of social media.





Mazda used Instagram's grid view to build a picture of the entire trip with individual posts.



Posts featured trip highlights including the Super Bowl, Mardi Gras and fan billboards.

@MAZDACANADA:

Hey @lifethroughthelens, today is your lucky day! We started at our dealership, drove past dragons, snowboarders, and even a #beaver or two, all to bring you the opportunity to drive an all-new 2014 #mazda3!



At the end of the road trip, one fan drove away with a new Mazda.



## MAZDA INSTAGRAM FREE GIVEAWAY CAMPAIGN

Using Instagram To Take "The Long Drive Home"



INSTAGRAM FOLLOWING INCREASED BY OVER 300%

Over the course of a three-month road trip, Mazda kept fans engaged with images and videos of the Mazda vehicle's latest adventures. Using Instagram's grid view, each post comprised one piece of a larger picture that would eventually reveal the entire trip, ending with one Mazda fan walking away with a brand new car.

Along the way, Mazda highlighted cultural events like Mardi Gras and the Super Bowl, sponsored events, talked with followers and gave away billboard space to fans, all while showing off the Mazda vehicle's capabilities.

When the road trip came to an end, not only did one fan drive away with a new vehicle, but Mazda's Instagram following grew by over 300%.

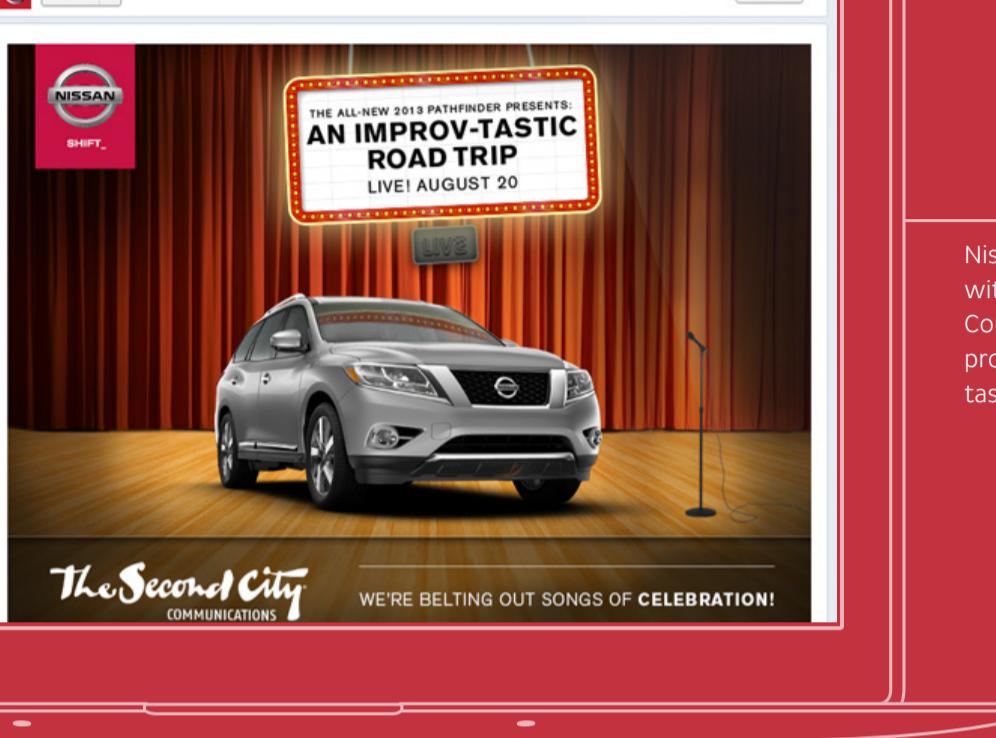


## NISSAN FACEBOOK AWARENESS CAMPAIGN

### Improvising Their Way To Brand Awareness



**FACEBOOK COMMUNITY GREW FROM ZERO TO 19,028**



#### NISSAN PATHFINDER:

Facebook fan [Amy P.](#) Just got her Nissan Pathfinder Improv-Tastic Road Trip idea turned into a music video!

Submit your idea for a chance to win a trip to the the second city!

Nissan partnered with Second City Communications to produce "An Improv-tastic Road Trip."



Fan suggestions via Facebook inspired 12 hours of improvised music videos.



Within 15 minutes of picking a suggestion, the cast was performing on camera.



To reach their target audience—parents who were tech savvy and music oriented—Nissan partnered with Second City Communications to produce "An Improv-tastic Road Trip." 12 hours of improvised music videos, completely inspired by fan suggestions, that celebrated the new Pathfinder.

Within 15 minutes of picking a suggestion, the cast had pulled together music, lyrics, props, hair and makeup, and were performing on camera. The videos were creative both from a comedic standpoint and a marketing angle, as each one highlighted a specific feature of the Pathfinder.

Over the 12 hours, the Improv-tastic Road Trip generated 50 Pathfinder-centric videos. This hilarious content gave Nissan fans weeks' worth of entertainment spread across all of the brand's social media channels.

Nissan's road trip gave the Pathfinder 182 million impressions, grew the Nissan Pathfinder Facebook community from 0 to 19,028 fans in less than three weeks, and produced videos that were viewed 143,589 times.

@AKLOLLY:

@gm your agents keep telling me to take my car to a gm dealer for the recall, after I've explained I live on an island in Alaska! Help!!!

@GMCUSTOMERSVC:

@aklolly we would like to research your situation. can you please follow and dm us your vin and case number, if available? ^lc



GM used social media channels to answer complaints and questions from owners affected by the recall.

Notifications Discover Me Twitter Search Twitter Details [Reply](#) [Retweet](#) [Favorite](#) [More](#)

GM Customer Care @GMCustomerSvc · Mar 19 Goodnight everyone! We will be back tomorrow morning at 8am EST to assist with any questions you may have. ^JG Details [Reply](#) [Retweet](#) [Favorite](#) [More](#)

lauren munhoven @AKLolly [Follow](#) [Reply to @AKLolly @GMCustomerSvc](#)

@GMCustomerSvc you've been very helpful through this frustrating situation. Thank you.

1:19 AM · 20 Mar 2014

GM Customer Care @GMCustomerSvc · Mar 20 @AKLolly You're welcome! ^LC Details [Reply](#) [Retweet](#) [Favorite](#) [More](#)

GM's outreach earned them praise across social media.

JOYCE BURNS:

My daughter has a recalled cobalt. To think the "fix" really won't fix it. I believe GM needs to buy back these cars.

GM CUSTOMER CARE:

Hello Joyce,

We recognize that this is a difficult situation and we understand your concerns. If your daughter would like to reach out to us by private message, or email us at [socialmedia@gm.com](mailto:socialmedia@gm.com) we would be more than happy to try and help address her concerns.

Thank you, Amber N



GM used the crisis to redefine themselves.



## GM'S CRISIS COMMUNICATIONS

### Engaging In Social Media To Resolve A Crisis



SUCCESSFULLY RESOLVED CUSTOMER ISSUES AND REDEFINED THEMSELVES AS A TRANSPARENT ORGANIZATION

After recalling 1.6 million cars, GM's social media channels were flooded with angry consumers. While balancing their regular social media offerings, GM used their social media channels to quell the raging complaints and questions from those affected by the recall.

Through private messages, GM worked to steer recalled consumers toward successful resolutions, including one woman who lived on an island in Alaska. GM paid \$600 to have her recalled car ferried to the nearest dealer and paid for her rental car to be used in the interim. GM's outreach in this specific case earned a "thank you" tweet from the car owner.

While social media serves as an alternative connection point for GM and its audience in times of crisis, it also delivers an opportunity for the automaker, as the *New York Times* reported, "to fundamentally redefine themselves as an open, transparent, listening organization."



## SMART CAR – POOP TWEETS

### Tweeting The Power of Poop

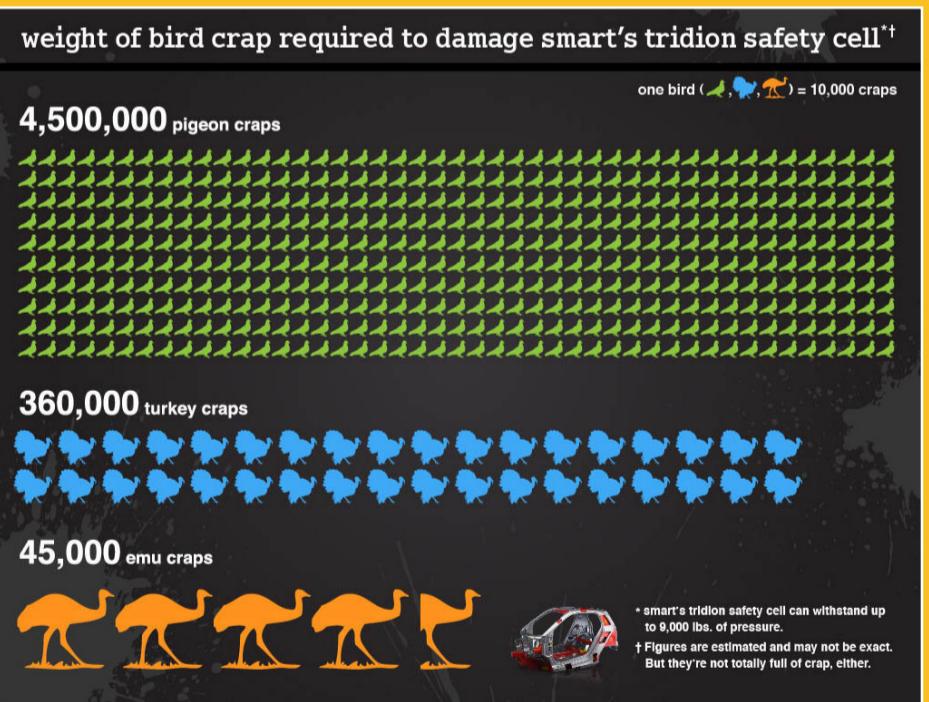


**TWITTER FOLLOWING INCREASED BY 1,755% AND SEARCHES FOR 'TRIDION SAFETY' INCREASED BY 333%**

smart USA had been taking a lot of, well, poop, on Twitter about their smart car's style, size and safety. Then a tweet went out that read: "Saw a bird had crapped on a Smart Car. Totaled it." And smart USA decided enough was enough.

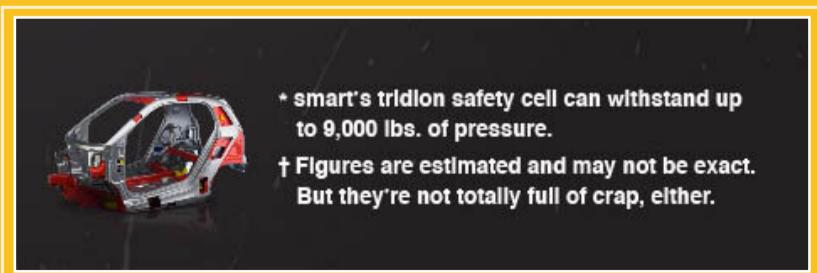
Using mathematical calculations, they created an infographic showing just how much bird poop was necessary to dent their car's high-strength safety cell. In three days, they'd turned the joke into online respect, as the Poop Tweet garnered over 22 million impressions and produced this quote from Mashable: "This may be the best response from a brand yet."

In addition, smart USA's Twitter followers spiked with a 1,755% growth increase. The infographic was clicked over 15,400 times (82 times higher than the brand's average Twitter reach) while organic searches for the smart car's "tridion safety" cell shot up 333%.



In three days, smart turned a poop joke into online respect.

Searches for smart car's 'tridion safety' increased 333%.





## PEUGEOT - RCZ R CAMPAIGN

### Using Vine To Grow Launch Awareness

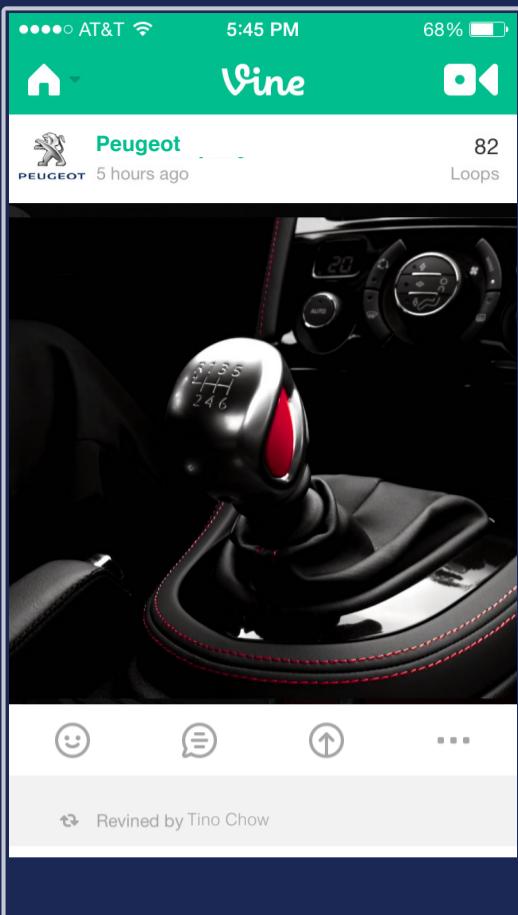


CREATED CONTENT SPECIFICALLY FOR SOCIAL MEDIA THAT WAS EASILY SHARED

Peugeot shunned TV advertising for its new RCZ R model. Instead, the French brand decided to showcase the car's 0-60 mph acceleration time (5.9 seconds) through Vine's six-second video format in a teaser campaign consisting of nine 5.9 second videos that focused on the emotional expression of the car and key performance characteristics.

Peugeot complemented the Vine campaign with 15-second versions for Instagram before fully unveiling the full RCZ R model in a subsequent 60-second YouTube video.

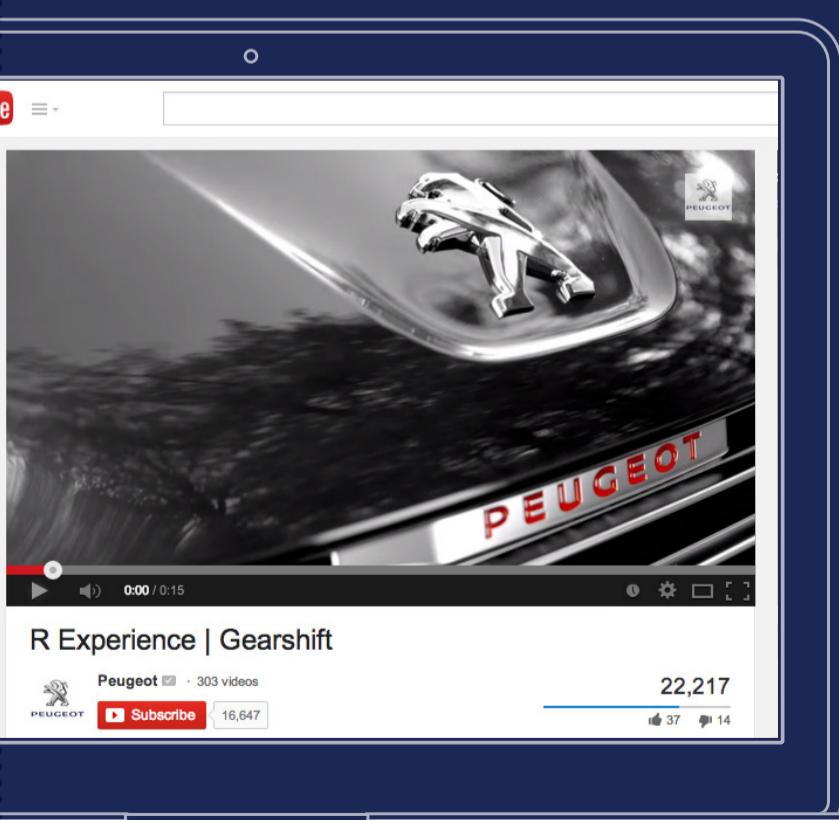
The videos, which were specifically designed to be shared across social media channels, were also shown in Peugeot's online showroom.



Peugeot used Vine to showcase the RCZ R's 5.9 second 0-60 mph acceleration.



Additional videos focused on the car's emotional expression and performance characteristics.



Peugeot's videos were specifically designed to share through social media.

## CONCLUSION

As we've seen in our examples, social media is no longer the road less traveled when it comes to connecting with consumers. And we can expect the growth of social media use in the automotive industry to continue accelerating at a blistering pace.

With their successful social media track record, we're all too eager to see how automakers harness the power of social in other areas of their business – even vehicle development – on the road ahead.

