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NISSAN: Innovation for All – Hard to explain, Easy to experience

UNL NSAC 2012 AGENCY

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HARD TO **EXPLAIN**, EASY TO **EXPERIENCE**

NISSAN
INNOVATION FOR ALL

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EXECUTIVE SUMMARY

The demographic landscape of the United States is changing. Now more than ever, larger populations of multicultural individuals are present and fully integrated into all parts of American society. As such, building a market share in the African American, Hispanic, and Chinese Millennial markets is absolutely necessary. Nissan recognizes the need to connect with these audiences and will do so by generating increased awareness about its innovative brand. The University of Nebraska-Lincoln NSAC Team has devised an effective, buzz-stimulating campaign to target these audiences.

Nissan offers many innovative features that appeal to Multicultural Millennials. This target audience, however, does not recognize Nissan as an innovative company. They are not as familiar with the brand as they are with the competition. In summation, there is a clear disconnect between innovation and Nissan.

We asked members of the target audience about what innovation meant to them. The overwhelming response was that innovation was something that they had personally tried. It simplified a task, raised their standards, or changed the way they live. Before experiencing an innovation, they did not know what they were missing, because innovation cannot be described, briefly demonstrated, or explained in a brochure. Innovation must be experienced to be valued. Innovation is...

Hard to explain, Easy to experience

Our creative communications with the target audiences all revolve around getting the target audience to experience Nissan's innovations for themselves. Through strategic implementation of traditional media, social media, out-of-home executions, public relations, and point of purchase interactivity, our campaign communicates our message effectively and efficiently.

RESEARCH

FOUNDATION

“People don’t buy what you do, people buy why you do it.”

This quote, from former advertiser Simon Sinek, is relevant to our challenge of increasing brand awareness in the Multicultural Millennial market. Naturally, our first step was to discover exactly **why** Nissan makes vehicles.

BRAND PROMISE

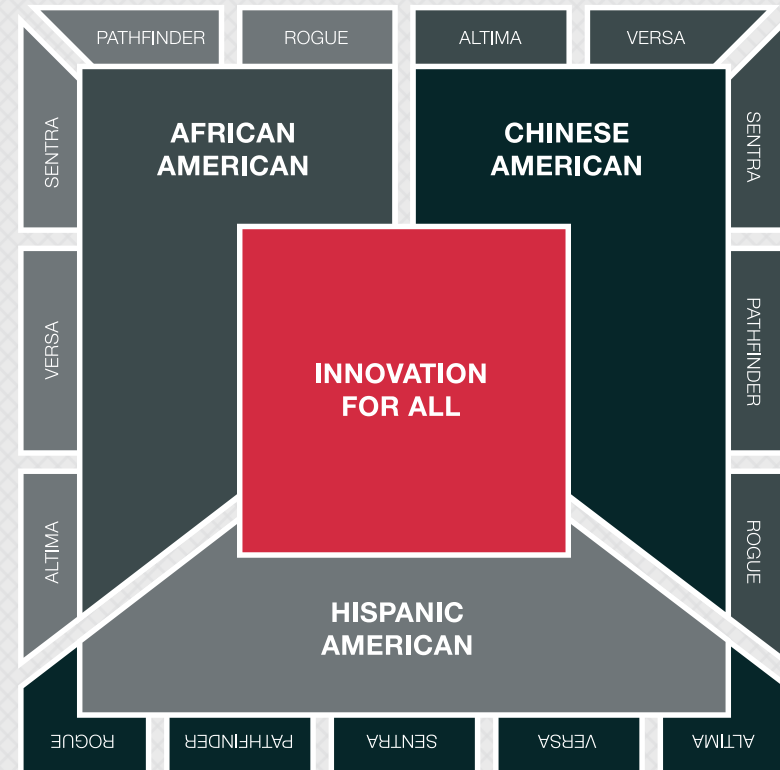
The Nissan brand aspires to provide customers with innovative ideas for the joy of everyday driving. We express our aspiration to make daily life vital and energetic by adding spice or edge, and by delivering innovative ideas to our customers.

Nissan lives, breathes, and implements innovation into every aspect of its company.

For customers to buy Nissan, they have to “buy” that Nissan is innovative.

The target demographic must believe that Nissan adheres to its brand promise. The foundation of our research and the communication model was to observe how the target market relates to innovation and its importance in their lives.

innovation
(n): the introduction of something new.



ABOVE: This model demonstrates the parallels between Nissan, the target markets, and innovation. At the core of the model is innovation, surrounded by the three target markets. This layer represents what the audiences associate with innovation. We connected their associations to Nissan’s five core models, composing the outer layer. This gave us a basis for positioning each model for the three markets.

RESEARCH

OBJECTIVES & METHODS

Find out...

1. What does innovation mean to millennial Hispanic, Chinese, and African Americans?
2. What are the similarities and differences between these target markets?
3. How do the target markets want to see themselves in advertising?
4. What factors influence the car buying process?
5. How do the target markets feel about Nissan and its main competitors?

311

QUANTITATIVE SURVEYS
95 African American, 103 Hispanic, 113 Chinese

35

VIDEO INTERVIEWS
11 African American, 16 Hispanic, 8 Chinese

30

WRITTEN INTERVIEWS
7 African American, 15 Hispanic, 8 Chinese

10

DEALERSHIP INTERVIEWS
Spanning several multicultural DMAs including Washington, D.C., Philadelphia, New York, Los Angeles, San Antonio, Miami, Atlanta and Chicago

5

TEST DRIVE INTERVIEWS
Conducted with target markets who had never driven Nissans and asked their opinions before and after.

4

MIXED MULTICULTURAL
FOCUS GROUPS



RESEARCH

SWOT ANALYSIS

STRENGTHS

- Recognized as one of the Top 5 Most Innovative Companies in the World
- Offers innovative features that other automotive companies do not have
- Demonstrates consideration for the environment with the Nissan Leaf

WEAKNESSES

- Viewed as expensive when compared to competitor models
- Nissan's message of innovation is not understood in the target market
- Lack of brand awareness with Multicultural Millennials

OPPORTUNITIES

- The increasing size and influence of the multicultural market in the United States
- Young target market presents an opportunity for Nissan to foster lifelong brand loyalty
- Include greater involvement from dealerships throughout the buying process

THREATS

- Toyota significantly leads Nissan in Share Of Voice for all three markets
- Consumers have established preferences for Honda and Toyota

INSIGHTS

THE TARGET AUDIENCE—MULTICULTURAL MILLENNIALS

CHINESE

- Place heavy emphasis on education, work, and family
- Are sensitive to prestige and see vehicles as a sign of status
- Favor luxury auto advertising

HISPANIC

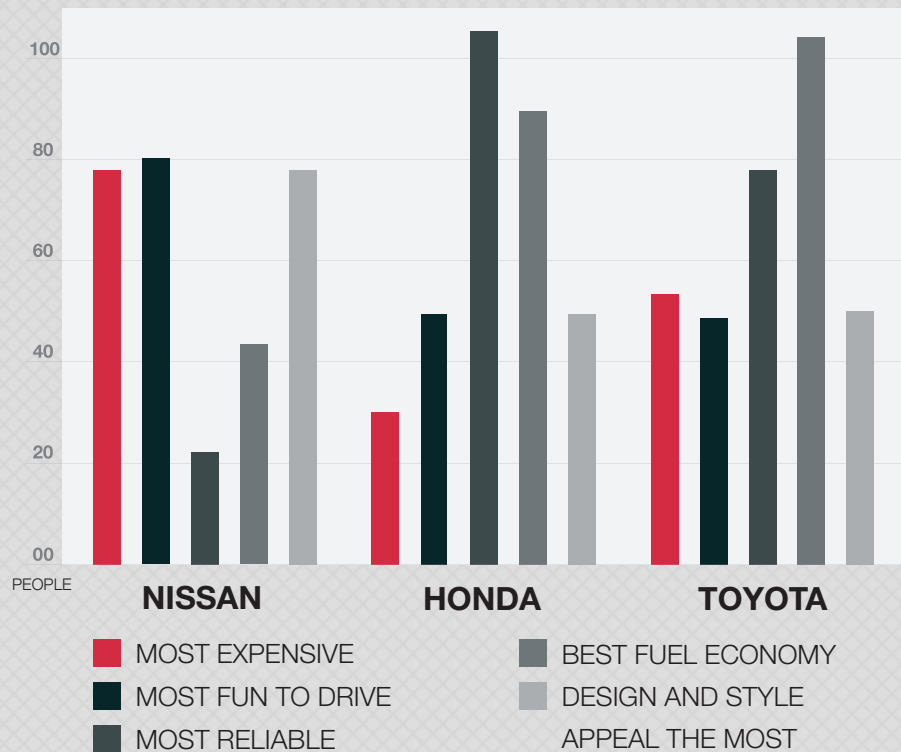
- Focus on technological aspects of vehicles, specifically music features
- View features as more important than brand image
- Remember commercials that are especially creative or humorous

AFRICAN AMERICAN

- Female spouse or family member makes most purchasing decisions
- Loyal to brands they have grown up with
- Favor humorous advertising

KEY COMBINED INSIGHTS ON THE TARGET AUDIENCES

- They have strong bonds with family. Family is **key** for big purchase decisions, typically accompanying the target markets to the dealership.
- They want to see themselves in advertising more often, being portrayed in a positive and professional light.
- They are youthful, price conscious consumers.
- Decisions rely **heavily** on brand experience
- They associate with others based on interests more often than ethnicity.



INSIGHTS

WHAT DOES THE TARGET AUDIENCE KNOW ABOUT NISSAN?

Our research indicates that the target markets do not see Nissan as their first choice of vehicle brand. They do not seem to associate Nissan with its brand promise of innovation.

“[It’s] hard to think of what that brand stands for. I think that’s the problem. When I think of Toyota I think, hey, you can save money because it gets really good gas mileage...Nissan has nothing like that.”

—Hispanic, 22

POSITIONING VS. HONDA & TOYOTA:

According to our quantitative study, Nissan was found to be fun to drive, with the best technology and style in their vehicles. It did, however, place behind Honda and Toyota in reliability, fuel economy, and affordability.

BRAND AWARENESS:

From our research, brand awareness was found to be quite low. While Nissan is a well-recognized name in the multicultural marketplace, the target markets could not identify Nissan’s slogan, or name a model (other than the Altima) in the Nissan lineup.

3/35

mentioned Nissan when asked for innovative companies

31/276

knew one of Nissan’s two slogans.

INSIGHTS

WHAT DO THE MARKETS KNOW ABOUT INNOVATION?

Nissan, as a company, is built upon the brand promise of innovation. In order to effectively market Nissan to the target market, we needed to know what innovation meant to them.

“I think innovative companies are more about change and moving forward, where companies that I don’t consider innovative are stuck on being traditional and keeping the same market that they have.”

—Chinese, 19



dyson

SONY®

To the target market, innovation means novelty, change and “leading the pack.” As perceived by the audience, the most innovative companies are visible and **experienced** in everyday life.

“I never would have seen myself with an iPad until I played around with a friend’s.”

—African American, 22

“Something that’s new, something that’s fresh that you bring to the table.”

—African American, 22

“Everyone else tries to copy them.”

—Chinese, 20

“Taking an old idea and improving on it, taking it someplace nobody thought possible.”

—Hispanic, 26

“Innovation is coming up with an idea no one knew they wanted.”

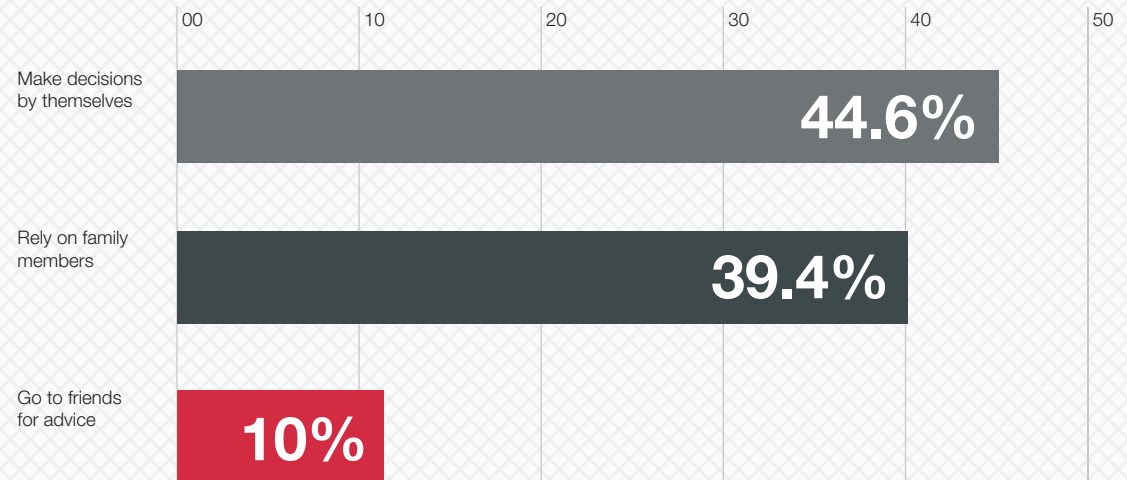
—Hispanic, 21

INSIGHTS

THE BUYING PROCESS

Our research showed that the target markets rely on family, friends, and their own knowledge for car buying information.

Through our qualitative research, however, we found that younger Multicultural Millennials lack car buying experience and knowledge about car features.



“My parents are big advocates of buying Asian cars . . . The name doesn’t sound very Asian so they aren’t interested in Nissan.”

—Chinese, 19

“[For information, I go to] My family first because there are a couple mechanics to get the idea of what I want, then [I go to] the dealership with them to search.”

—African American, 24

“Usually if they’ve made it into the dealership, they’re purchasing the vehicle.”

—Nissan salesman, Washington, D.C.

Nissan dealers agree: The biggest obstacle to purchase is getting customers into dealerships.

THE CONFLICT BETWEEN INNOVATION AND CAR BUYING

Innovation is seen as new and changing, but the car buying process is based on traditional family influences and lifelong experiences.

WHAT DOES THIS MEAN FOR NISSAN?

To change the markets’ preference for other brand competitors, they need to experience Nissan. Experience will connect innovation to their lives, therefore connecting Nissan to innovation.

RESEARCH

PAIRING INNOVATION WITH EXPERIENCE

Our communication strategy pairs these highlighted features with a particular model and target market, connecting innovations in Nissan models to each of the Multicultural Millennial segments.

What are the features Nissan offers that the target markets rank as most innovative?

1. Vehicle Dynamic Control
2. Brake Override Technology
3. Around View Monitor
4. Push Button Start
5. Continuously Variable Transmission

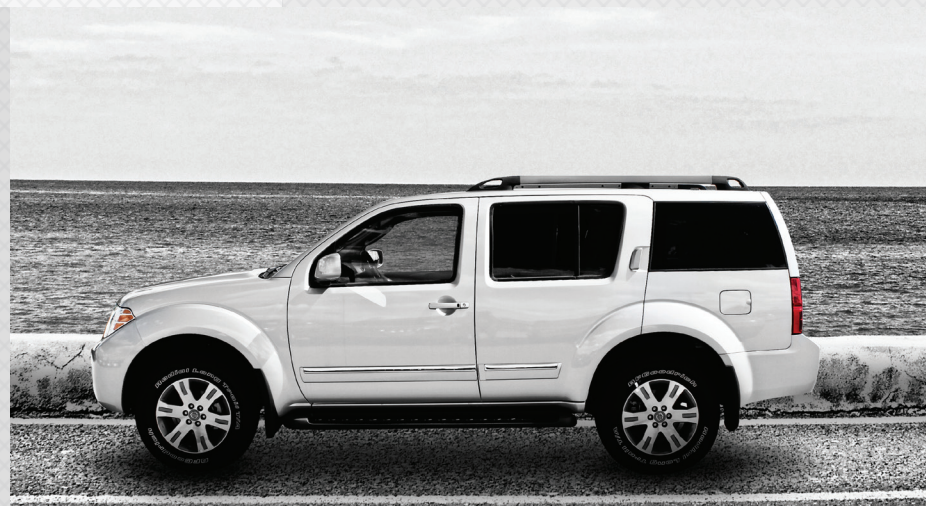
What are the features Nissan offers that the target markets want the most in their vehicle?

1. Navigation System
2. Vehicle Dynamic Control
3. Push Button Start
4. Continuously Variable Transmission
5. Rear-View Back-Up Camera

PATHFINDER

Family is of key importance to African American Millennials, and past marketing efforts have supported the Pathfinder in this segment providing a starting point for communications.

Therefore, the Pathfinder is the full-size SUV that African American Millennials **must experience to truly understand** because it provides a world-class **Navigation System** and innovative **Brake Override Technology** in a large vehicle that fits the needs of family-conscious consumers in the upper age range of the segment.



SENTRA

The Sentra resonates particularly well with sales in the Hispanic market, and we base that on our research findings about the importance of features and music in their lives.

Therefore, the Sentra is the sedan that Hispanic Millennials **must experience to truly understand** because it provides unparalleled features like the **Rockford Fosgate Entertainment System** and **Nissan Intelligent Key** at an unmatched price to value-conscious consumers in this segment.





VERSA

Price is the number one basis for purchasing decisions in the lower age range of the target markets.

Therefore, the Versa is the sedan that all Multicultural Millennials **must experience to truly understand** because it provides the **spaciousness** that these target markets prefer at an entry-level **price** for consumers starting their adult lives.



ALTIMA

The Altima is the largest volume-driving vehicle in the Nissan family and is the one model that was widely recognized in the target markets.

Therefore, the Altima is the sedan that all Multicultural Millennials **must experience to truly understand** because it combines the innovative **Continuously Variable Transmission** with tremendous **style** and **fuel economy** for a complete driving experience.



ROGUE

The Rogue is one of Nissan's most luxurious models, which relates to prestige-sensitive Chinese consumers. Purchases of the Rogue skew female, and females tend to make purchasing decisions in African American couples and families.

Therefore, the Rogue is the crossover that Chinese and African American Millennials **must experience to truly understand** because it incorporates leading innovations like the **Around View Monitor** and **Vehicle Dynamic Control** in a stylish and attractive design.

CREATIVE BRIEF

BRAND PERSONALITY:

Nissan is a stylish, forward-thinking car manufacturer.

THE OPPORTUNITY IS:

To connect with Multicultural Millennials who base car buying decisions on traditional values like familiarity, dependability, and family influence but who value new ideas, styles, technologies, and innovations. Honda and Toyota, current leaders in multicultural auto market share, are viewed as strong brands with reputations of reliability, longevity, and fuel economy. Nissan can build a contemporary brand based on innovative design, professional style, and community that fit with the target markets as they are building their independent lives.

OUR PROPOSITION IS:

To be understood and appreciated by the target audience, Nissan has to be experienced.

REASON TO BELIEVE:

Once the target markets know more about Nissan and its innovative features, they will realize that it is the intelligent choice. Features that the targets find innovative include: Brake Override Technology, Vehicle Dynamic Control, and Continuously Variable Transmission. Once the markets experience these innovations they will find them valuable in their purchasing decisions. **Driving a Nissan can't be explained; it must be experienced.**

CREATIVE

ALTIMA COMMERCIAL // :30

TV



“Ever since having this smooth transmission that doesn’t shift in my Nissan Altima, I’ve been inspired to make some changes.”
—Daniel, 23



Closeup of Daniel squirting lotion on his hands.



Closeup of Daniel feeling the smoothness of his hands on his face.



Daniel notices that his coworker has been watching him with a confused look on his face.



Panning of Nissan Altima:
MUSIC: Countdown–Beyoncé
VOICEOVER: “Nissan’s Continuously Variable Transmission doesn’t shift, providing the smoothest ride. It’s innovation that’s...”



Daniel feeling the smoothness of his hands once again. “...hard to explain...”



Wide shot of the Nissan Altima:
“...but easy to experience.”



Nissan Logo including the “Hard To Explain, Easy To Experience” and “Innovation for All” tags.
MUSIC: fade out

The television spots pair a vehicle and its feature with a specific demographic in the target audience. A character in each of the spots has experienced a Nissan feature and has been inspired to make changes in their life to reflect these innovations.

TV

CREATIVE

VERSA COMMERCIAL // :30



“Ever since having so much space in my new Nissan Versa, I have been inspired to make some changes.”
—Alisha, 21



Alisha drags chair across classroom, away from group of students. Other students look confused.



Closeup of desk chair as it is moved across the floor.
“SCREEECH!”



Classmates have confused expressions while Alisha looks relaxed in her moved desk.



Panning of Nissan Versa.
MUSIC: Countdown–Beyoncé
VOICEOVER: “The new Nissan Versa is big on space but small on price. It’s innovation that’s...”



Alisha looks relaxed in her moved seat. “...hard to explain...”



Wide shot of the Nissan Versa:
“...but easy to experience.”



Nissan Logo including the “Hard To Explain, Easy To Experience” and “Innovation for All” tags.
MUSIC: fade out

CREATIVE

ROGUE COMMERCIAL // :30

TV



"Ever since having the Around View Monitor in the new Nissan Rogue, I've been inspired to make some changes."
—Johnny, 28



Johnny's wife looking annoyed.



Johnny and his wife move a couch as Johnny wears a mirrored apparatus on his head enabling him to see behind him.



Wide shot of Johnny and his wife moving the couch.



Panning shot of Nissan Rogue:
MUSIC: Countdown–Beyoncé
VOICEOVER: "The new Nissan Rogue is the only vehicle in its class to provide the Around View Monitor. With cameras on all four sides, you'll have a better backup plan. It's innovation that's..."



Johnny looking giddy as he sits on the couch after moving it:
"...hard to explain..."



Wide shot of the Nissan Rogue:
"...but easy to experience."



Nissan Logo including the "Hard To Explain, Easy To Experience" and "Innovation for All" tags.
MUSIC: fade out

CREATIVE

ROGUE (AROUND VIEW MONITOR)

THE AROUND VIEW MONITOR

↑ PEEL HERE ↓

↑ PEEL HERE ↓

↑ PEEL HERE ↓

↑ PEEL HERE ↓



NISSAN
INNOVATION FOR ALL

The Around-View Monitor in the Nissan Rogue has four cameras to assist in parking. It's like you can see...well...we'd love to explain, but we'd rather you experience it for yourself. Get in a Versa at your local dealership today.

HARD TO
EXPLAIN
EASY TO
EXPERIENCE

PEEL OFF

THE AROUND VIEW MONITOR
IT'S KINDA LIKE THIS.



NISSAN
INNOVATION FOR ALL

The Around-View Monitor in the Nissan Rogue has four cameras to assist in parking. It's like you can see...well...we'd love to explain, but we'd rather you experience it for yourself. Get in a Versa at your local dealership today.

HARD TO
EXPLAIN
EASY TO
EXPERIENCE

Because Nissan is an innovative company, we wanted our print campaign to share that spirit of innovation. We created ads that feature members of the target market and use new tactics, which include fold-out pages and peel-off stickers. The creative format will drive home our idea that Nissan's innovations are hard to explain, but easy to experience. These ads will run in magazines consumed by the target market.

Using peel-off stickers, the print ad for the Rogue shows humorously exaggerated, unseen hazards around a car without Around View Monitors. The stickers turn this print ad into an interactive experience.

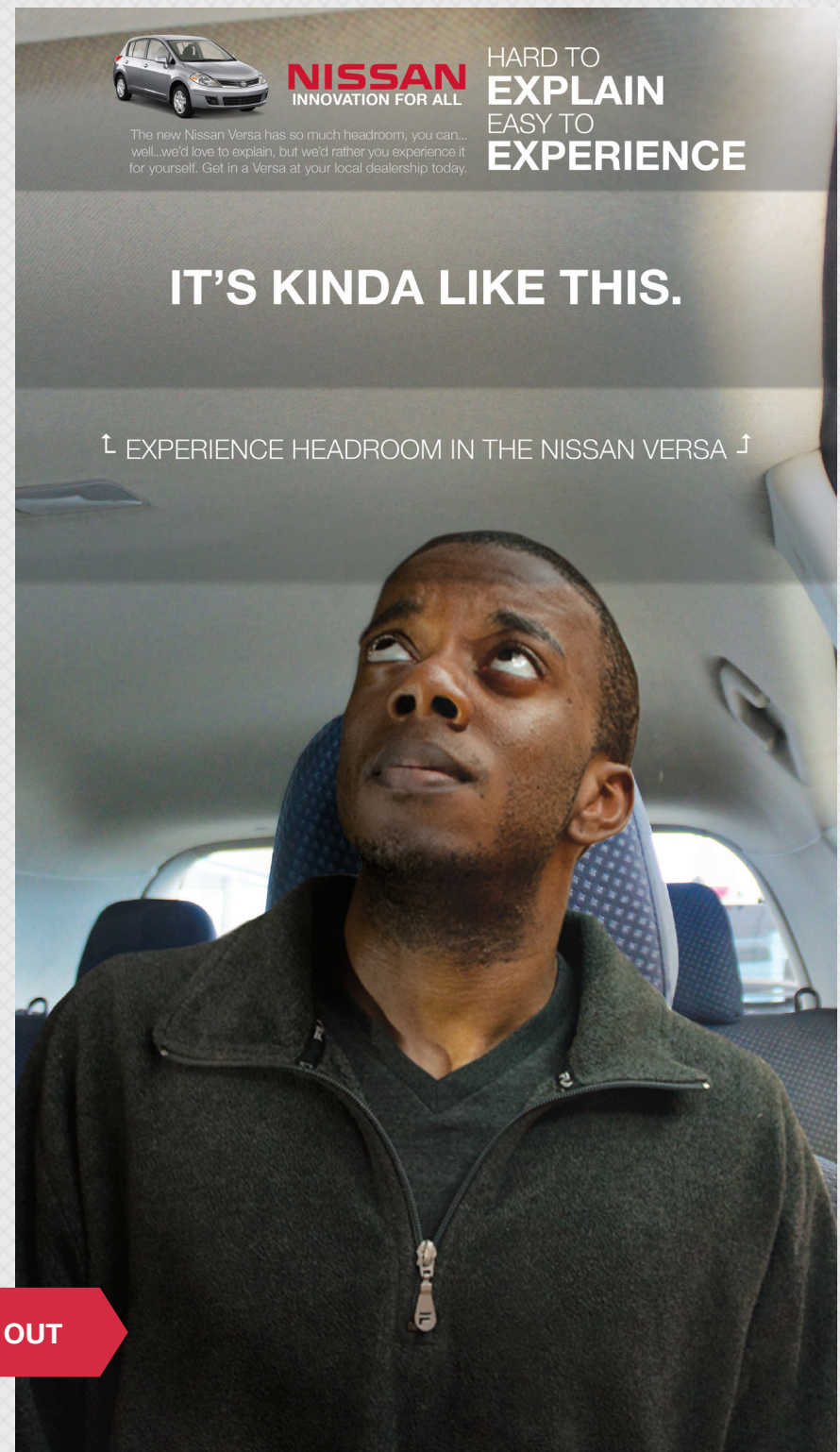
CREATIVE

VERSA (HEADROOM)

Initially, the Versa print ad appears to be a typical magazine ad. Once the consumer opens the top fold, the page becomes an innovative ad showing the extra headroom that comes standard in the Nissan Versa. The ad will feature a member of the target demographic.



FOLD OUT



CREATIVE POINT OF PURCHASE



“The biggest part of the selling process is listening to what’s important to the customer and putting them in the right car.”

—Nissan salesman, Miami

The Nissan Personalized Experience will be a ground-breaking technological addition to select Nissan dealerships in the target DMAs. It stems from the premise that “your perfect vehicle can be hard to explain, but easy to experience.” It will use an interactive touch-screen station to match prospective customers to a model in the Nissan lineup. Each Nissan vehicle will be located on site at the dealership.

The personalized experience will begin with a customer taking a questionnaire on the interactive touch-screen station, for which multiple languages will be available. The questionnaire will identify an individual’s needs and feature preferences.

What did you like most about your last vehicle?

How many people will depend on this vehicle?

What is the worst part about driving?

When the questions have been completed, the customer may view their results. The results will identify a precise vehicle and all its features, along with explanations for why each feature is appropriate for that particular customer. The model or features included may be edited at any time.

A printer is built into the interactive station, so the customer may print out a copy for reference. Because the vehicles are located on site, a dealer may be alerted for an immediate test drive.



CREATIVE

INTERACTIVE WALKWAY

The interactive walkway will be an innovative experience for the target market. Using a series of projectors synced with infrared sensors, a digital, visually exciting walkway is projected onto the floor. The images projected will be an overhead view of the five cars the campaign centers around. These five cars appear twice in the projection. The cars drive off when walked on, and return shortly after.

When the cars depart, a Nissan logo or fact about the car will appear in its place. The walkway will be placed in large public areas, such as airports, movie theaters and subways, within the top DMAs.



Top view

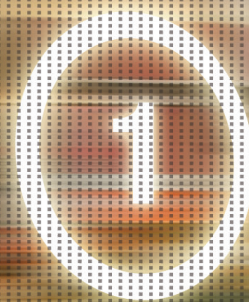
NISSAN

INNOVATION THROUGH THE YEARS

1934

1982

2013



Inwindow
Outdoor

CREATIVE INWINDOW OUTDOOR

Inwindow Outdoor technology creates an interactive storefront display to allow consumers to interact with Nissan's history and its Facebook Timeline page. Individual screens reflect real-time footage of people interacting with Nissan vehicles correlating to a specific year in Nissan history. The selected year determines what is reflected in the window. For example, if they select the year 1934, a black-and-white display of a Nissan from that year will appear. Consumers can then take photos of themselves with the vehicles and share it to their own Facebook Timeline profiles.

POST TO FACEBOOK





Alex Meraz Experienced 2010 in Nissan History.



In **2010**, **Nissan** began production of the Nissan Leaf. Receiving nearly 13,000 pre-orders, the Leaf sold out in its first year of production.

NISSAN Like • Comment • 2 Hours ago via [Nissan Inwindow Outdoor Display](#)

CREATIVE

FACEBOOK TIMELINE CONNECTION

The Inwindow Outdoor storefront display will allow users to post their experience with Nissan history to their Facebook Timeline. Shown on the left is an example post of a user interacting with Nissan in 2010.

facebook Nissan USA Home

Nissan USA Timeline Now Highlights Status Photo Ask Question Milestone

NISSAN

Nissan USA
759,547 Likes • 17,324 talking about this

Automobiles and Parts
Nissan is the most innovative car company in the world.

About Photos Innovation Playground Nissan Scholarships 2013 Nissan Versa

Highlights

Status Photo Ask Question Milestone

What's on your mind?

Nissan USA
19 minutes ago

Now
2012
2011
2010
2009
2008
2006
2001
1997
1991
1989
1982
1957
1954
1942
1936
1934
Founded

Nissan's Facebook page will be updated. To engage fans, Nissan will include eye-catching imagery of the latest Nissan car models for its cover photo.

Image links below will direct consumers to different photos, projects and other Nissan campaigns.

CREATIVE

:15 RADIO SPOT

Male Hispanic narrator

Radio:

The Continuously Variable Transmission in the Nissan Altima doesn't shift. It's so smooth! It's like... like silk! Or... lotion! Oh, it's more like butter. Or ice! Ice is smooth!

(Speaks for full :15, fades to background at :07)

Male voiceover:

Innovations from Nissan: hard to explain, easy to experience. Get in an Altima today at your local dealership.

(Speaks at :08)

To create continuity throughout the campaign, the radio spots will mirror the television commercials. The character in each of the spots humorously tries to explain the experience they had with different Nissan features. The call-to-action urges consumers to visit the dealership to experience these features for themselves.

CREATIVE

OUT-OF-HOME THEATER DISPLAY

To showcase the innovative entertainment system of the Nissan Sentra, we have chosen to place it in movie theaters in select DMAs. We will wrap the cars corresponding to different themes of newly released movies. The doors of the Sentra will be open and the speakers will be playing famous songs and sound effects in line with these themes. A banner above the vehicle will read "Excellent Entertainment, Hard to Explain, Easy to Experience." We will also link this promotion with Foursquare, where consumers can check in at each of the cars. As an incentive, moviegoers will receive \$5 off concessions.



NISSAN PATHFINDER



CREATIVE OUT-OF-HOME ELEVATOR WRAP

We will place images of the Nissan Pathfinder on elevator cars with glass shafts in places such as hotels, parking garages, corporate buildings, and shopping malls. As the car goes up, braking skid marks appear behind the vehicle. The Pathfinder then always stops at a given floor. This is to demonstrate Nissan's Brake Override Technology. At the bottom of the elevator will be a sign which will describe how the Brake Override Technology works.

HARD TO
EXPLAIN
EASY TO
EXPERIENCE

Brake Override Technology in the Nissan Pathfinder stops your vehicle when both the brake and accelerator are pressed. It's like, well... We'd love to explain, but we'd rather you experience it for yourself.

NISSAN
INNOVATION FOR ALL

PUBLIC RELATIONS

INNOVATION PLAYGROUND

POST-RECYCLED PLAYGROUNDS

Innovation Playground will be a community-built, Nissan-funded playground to be constructed in the target DMAs. The playgrounds will be made of post-consumer recycled materials to keep with Nissan's innovative theme. Volunteers that want to help build the playgrounds will register at their local Nissan dealership, driving home the inclusion of Nissan. Nissan employees will also be encouraged to help with the construction to build positive feelings towards Nissan as a brand. Additionally, Innovation Playgrounds will be promoted on cable in the 16 target DMAs during April. This will lead into their construction in May and help gather volunteers and promote Nissan's involvement in the project.



THERMOELECTRIC BENCHES

Using body heat, these innovative benches absorb thermal energy and harness electricity. Thermoelectric generators in park benches will cut the monetary costs of going green, fitting in with Nissan's values of innovation and sustainability. The benches will be placed in the target DMAs and the energy generated will go towards powering public areas and spaces such as lighting, heating and cooling, and other public energy needs. Giving back has never been so easy.

**innovation
PLAYGROUND**

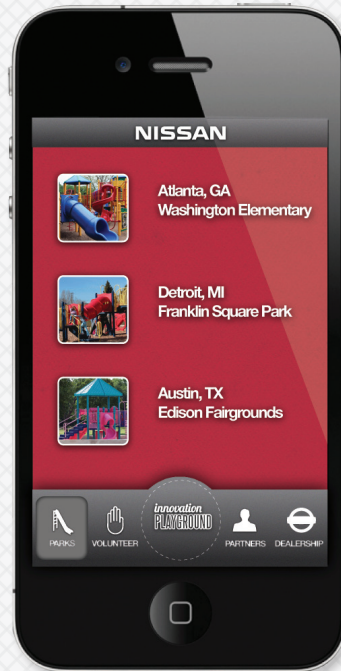
PUBLIC RELATIONS

INNOVATION PLAYGROUND // MOBILE SITE & MICROSITE

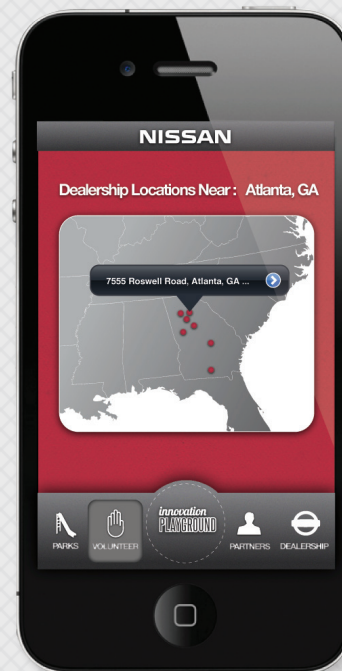
The web application allows the target audience to experience the Innovation Playground PR campaign by driving them to the dealership and getting them involved in their community's current playground projects.



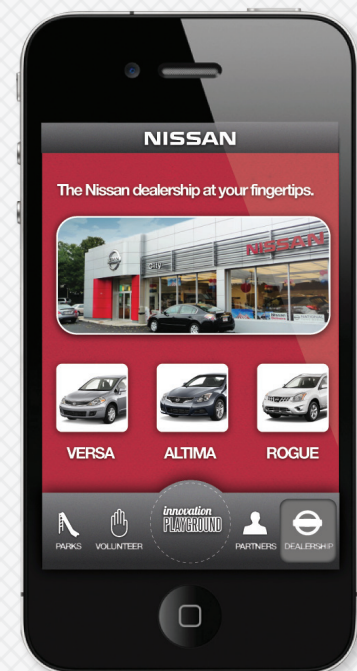
Log-in screen that links to user's Facebook or Twitter profiles.



Parks tab shows the current playground projects in app user's area.



Volunteer tab provides a dealership locator via smart phone GPS for information on how to benefit their community.



Dealership tab allows users to browse information and photos of the latest line of Nissan car models.



PUBLIC RELATIONS

SCHOLARSHIPS

EDUCATION: THE ALTIMATE EXPERIENCE

Nissan will award ten students of Hispanic, Chinese, or African American race with a one-time \$5,000 scholarship towards higher education. Applicants may be entering or currently active in a two- or four-year undergraduate, graduate, or doctoral program to apply. The application process is innovative and broken into a three-step development.

First, Nissan asks students to create a video to share their innovative idea for improving higher education. **They also ask the applicants to visit a local Nissan dealership to submit their name for scholarship consideration and to browse the models.** Applicants are asked to choose the Nissan model that best describes them and explain why. After the video and dealership visit is complete, students may submit their resume to nissanusa.com. Nissan dealerships will have stations for applicants to submit their video and resume for those that do not have computer or Internet access.

Some applicant videos may be placed on the Nissan Facebook page or on the @NissanUSA Twitter account. The Twitter hashtag #AltimateExperience will allow applicants to stay up-to-date on Nissan news and allow them to view the announcement of the scholarship winners.

Nissan will give ten students a \$5,000 scholarship each January and August term for the span of five years totaling \$500,000 in multicultural scholarships.

MEDIA PLAN

OBJECTIVES

- Nationwide: Maintain 70% reach with an average frequency of 3 throughout the year
- Spot Markets: Achieve 85% reach with an average frequency of 4 during targeted months
- Generate buzz through outdoor, digital, and traditional advertising integration

STRATEGIES

- Pulse media by maintaining a year-long national presence with extra emphasis placed in strategic areas at strategic times. Nissan sales data from 2010 and 2011 was also used in these decisions.
 - April-May to launch campaign and coincide with May's typically high car demand
 - August-September to coincide with the launch of new models and higher-than-average car demand
 - December because it historically ranks first or second in car-buying volume for Nissan
 - March because it historically ranks first or second in car-buying volume for Nissan and to finish the campaign on a strong note
- Target the top ten markets in population for each of the three segments (total of 16 markets with the overlap)

TACTICS

Media buys are based on each of the target audiences' media usage and lifestyle. While some vehicles are geared toward one of the target markets, others can be used for all three.

OVERVIEW

The April 2013-March 2014 "Hard to Explain, Easy to Experience" campaign will use an optimized combination of traditional and non-traditional media to maximize our reach to three target markets as well as generate buzz around the Nissan brand.

TARGET DMAs

CITY	AFRICAN AMERICAN	HISPANIC	CHINESE AMERICAN
Atlanta	1,332,000	483,500	2,000
Boston	367,000	283,800	30,682
Chicago	1,167,300	1,336,500	43,228
Dallas-Ft. Worth	732,800	1,253,500	41,352
Detroit	735,100	130,900	25,577
Honolulu	15,800	78,000	38,330
Houston	782,100	1,499,900	29,429
Los Angeles	793,800	4,782,000	106,354
Miami-Ft. Lauderdale	658,700	1,692,500	2,000
New York	2,563,100	3,378,500	486,463
Philadelphia	1,083,000	553,600	30,069
Phoenix	155,300	873,900	5,761
San Diego	110,000	673,300	35,661
San Antonio	109,300	953,700	4,000
San Francisco	308,700	1,128,200	339,997
Washington, D.C.	1,120,800	599,200	75,637
Total	12,034,800	19,701,000	1,296,540
% of demographic's total population	43.10%	55.60%	38.70%
Estimate of Millennial Population	2,888,352	4,728,240	311,170

**Red denotes market picked for that target market.*

MEDIA

TRADITIONAL: \$35,953,748

A study by Deloitte found that “TV remains, by far, the most influential advertising medium, followed by magazines, then the Internet.”

BROADCAST \$12,342,700

47,936,347 Gross Multicultural Millennial (MCM) Impressions

:30 commercials aired nationally during primetime and in the spot markets during early fringe, primetime, and late fringe.

SELECTIONS

African American

Networks: CBS, FOX, NBC

Specific show examples: CSI, CSI: Miami, Family Guy

Asian

Networks: FOX, NBC

Specific show examples: Saturday Night Live, Fringe

Hispanic

Networks: FOX

RATIONALE

Broadcast television offers national reach and coverage essential to reaching the diverse markets spread out all across the country. Overall, television remains one of the most efficient ways to build a brand message. Overall, Millennials watch about 30 hours of television/week.



CABLE \$19,270,000

276,096,216 Gross MCM Impressions

:30 commercials aired nationally during primetime and in the spot markets during early fringe, primetime, and late fringe.

SELECTIONS

African American

Networks: BET, MTV, TBS, USA

Specific show examples: House of Payne, Family Guy

Asian

Networks: MTV, TBS, USA

Specific show examples: NCIS, NCIS: Los Angeles

Hispanic

Networks: Telemundo (in-language commercials),

Univision (in-language commercials), MTV

Specific show examples: Fuego En La Sangre, Cuidado Con El Angel

RATIONALE

Along with original programs, cable has a variety of syndicated shows very popular with the target markets. Through cable we can advertise during these syndicated shows at a discounted price compared to broadcast. Additionally, there are cable shows and networks specifically made for African Americans and Hispanics, thus eliminating a lot of waste.

MEDIA

TRADITIONAL (CONTINUED)

MAGAZINE \$5,841,048

Gross Millennial Impressions: 127,795,440

4-color, full page advertisements, one ad each magazine/month, April-March
\$4,341,048 for basic insertion; \$1,500,000 contingency for specialty ad premium

	MAGAZINE	TOTAL READERSHIP	MILLENNIAL READERSHIP	RACE INDEX	MILLENNIAL INDEX
African American	Ebony	11,400,000	3,670,800	779	134
	Jet	8,300,000	2,348,900	791	118
	Essence	8,198,000	2,459,400	784	124
Asian	Lucky	2,772,000	1,250,172	276	188
	Wired	3,218,000	920,348	200	119
Total			10,649,620		

RATIONALE

27% of African American media consumption is print, and 35% of Chinese media consumption is print. Because only 5% of Hispanic media consumption is print, we are not buying any magazine advertising directly for the Hispanic market. 58% of Millennials say that magazines help them know what's "in." Advertisements in each of these magazines once a month will boost national reach and frequency in the Millennial African American and Chinese audiences.

MEDIA

PR: \$5,421,252

INNOVATION PLAYGROUND PARTNERSHIPS \$4,929,456

Playgrounds \$1,200,000

Gross MCM Impressions: 4,049,100

\$25,000 for each playground, three playgrounds in each of the 16 target DMAs. Any part of the thermoelectric benches not covered by green energy grants will be paid for through the contingency funds.

Spot Television \$3,009,456

Broadcast spots during daytime, early fringe, primetime, and late fringe, and spot cable in our 16 target DMAs the month before the playgrounds start being built

76% reach, 3 average frequency

Groundbreaking Celebration \$720,000

\$15,000 for each park's groundbreaking

SCHOLARSHIPS \$500,000

100 \$5,000 scholarships

MEDIA

ONLINE: \$23,600,000

STREAMING TV \$20,000,000

266,666,664 Gross Impressions

HULU.COM \$12,000,000

RATIONALE

Hispanics are 36% more likely than the average person to watch Hulu, African Americans are 57% more likely than the average person to watch Hulu, and Asians watch Hulu about as much as the average person. Overall, Hulu receives about 35 million unique visitors per month. Hulu also now has 15 Spanish networks on its site to specifically target Hispanic users. Online television is gaining ground; Millennials consume 42% of television online, and on average users watch 2.5 hours of Hulu per week.

YOUTUBE.COM \$8,000,000

224,000,112 Gross Impressions

30 second ads to play before YouTube videos

RATIONALE

43% of all online videos watched per month are via YouTube, and 28% of those YouTube users are in the Millennial age range. Asians are 50% more likely to be regular users of YouTube than the average person, Hispanics are 13% more likely to be regular users of YouTube than the average person, and African Americans are just as likely as the average person to be regular users of YouTube. Overall, Millennials are 95% more likely than the average person to be regular users of YouTube.

ONLINE RADIO \$3,600,000

174,857,143 Gross Impressions

PANDORA.COM

RATIONALE

34% of Pandora users are in the Millennial age range. On average, Millennials consume 2 hours and 40 minutes of streaming music per week with Pandora being the vehicle with the largest audience by far. Additionally, the 15-second Pandora commercials cannot be skipped and the audience is captive as there are no other stations it can turn to like traditional radio.

FACEBOOK \$1,825,000

2,172,619 Clicks

Use a cost-per-click strategy and the tagged interests #cars, #Nissan Motors, #Toyota, #Honda, #Subaru, #Mitsubishi Motors, #Mazda, #Ford Motor Company, #Chevrolet, #African American, #Hispanic, #Hispanic and Latino Americans, #Asian American, #Chinese American, and #Innovation.

Spending limit of \$5,000 per day (Facebook's maximum), maximum bid price of \$.84 per click (suggested bid price)

RATIONALE

Millennials are 66% more likely than the average person to be users of Facebook. Although neither the exact click count nor the exact impressions can be calculated ahead of time, Facebook ads invoke a high recall rate, especially when they mention friends who are fans of the brand (Nielsen, 16% recall). With cost-per-click we can ensure that we only pay for what ad placements that drive people to our page or microsite. Additionally, we will not have to pay for people who see the ad but do not click.

MICROSITE WITH MOBILE APPLICATION \$400,000

Cost for set-up and year-long maintenance

MEDIA

OUT-OF-HOME: \$17,512,000

POINT OF PURCHASE: \$720,000

MALL ELEVATORS \$3,480,000

One elevator ad in five malls or other locations with glass elevators in each of the 16 target DMAs during the six target months.

\$7,250/month

RATIONALE

Malls are very popular among Millennials and we target the three audiences by placing the elevator ads in malls in 16 targeted DMAs.

MOVIE THEATER

PLACEMENT \$1,936,000

One car in two movie theaters in each of the 16 target DMAs during the six target months.

\$9,000/month to place car and LCD screen in theater

\$6,500 to wrap each car

RATIONALE

Arbitron reports that 53% of Millennials have been to the movies at least once in the past month.

INTERACTIVE STOREFRONT WINDOWS \$7,488,000

Three interactive storefront windows in each of the 16 target DMAs during the six target months.

\$26,000/month

RATIONALE

The interactive storefront windows will be placed in high-traffic areas either in urban downtown places or within malls.

INTERACTIVE FLOOR PROJECTION \$4,608,000

Six in each target DMA during the six target months.
\$8,000/month

RATIONALE

The interactive storefront windows will be placed in malls where there is a casual but well-populated atmosphere that lets them interact with the advertisement.

INTERACTIVE POINT-OF- PURCHASE SCREENS \$720,000

Millennials are much more inclined than the average person to talk to other people (either in person or on social networks) about positive brand experiences; this positive and satisfying brand experience can begin at the local Nissan dealership.

Three in each of the 16 target DMAs
\$15,000 each to buy and program

RATIONALE

Putting interactive screens in three Nissan dealerships in each of the target DMAs will boost interaction in dealerships and offer an edge in customer service.

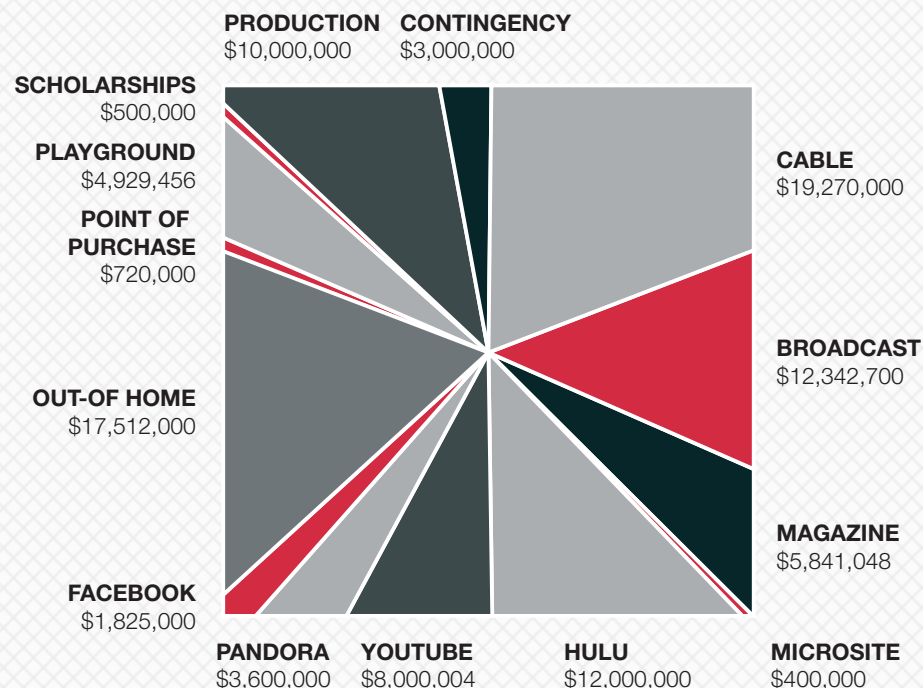


MEDIA SCHEDULE

	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	BUDGET OUTLAY	IMPRESSIONS
TELEVISION														
BROADCAST NATIONAL													\$11,038,300	38,423,033 MCM
BROADCAST SPOT													\$1,304,400	9,513,314 MCM
CABLE NATIONAL													\$18,061,300	268,961,230 MCM
CABLE SPOT													\$1,208,700	7,134,986 MCM
MAGAZINE													\$5,841,048	127,795,440 Mill.
ONLINE														
MICROSITE/APP													\$400,000	
HULU													\$12,000,000	266,666,664 Total
YOUTUBE													\$8,000,004	224,000,112 Mill.
PANDORA													\$3,600,000	174,857,143 Mill.
FACEBOOK													\$1,825,000	2,172,619 Clicks
OUT OF HOME													\$17,512,000	
POP													\$720,000	
PR														
PLAYGROUND PROMOTION													\$4,929,456	4,049,456 MCM
SCHOLARSHIP													\$500,000	
TOTAL													\$74,597,508	

BUDGET

\$99,940,204



MEDIA	BUDGET
Broadcast	\$12,342,700
Cable	19,270,000
Magazine	5,841,048
Microsite	400,000
Hulu	12,000,000
YouTube	8,000,000
Pandora	3,600,000
Facebook	1,825,000

MEDIA	BUDGET
Out-Of-Home	\$17,512,000
POP	720,000
Playground	4,929,456
Scholarship	500,000
Production	10,000,000
Contingency	3,000,000
TOTAL	\$99,940,208

MEDIA SOURCES

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EVALUATION

We will explore several tactics to measure the effectiveness of our campaign. Below is a chart outlining our campaigns objectives and how they relate to the evaluation.

OBJECTIVES	EVALUATION TECHNIQUES	POTENTIAL RESULTS
Increased brand awareness	Website traffic, surveys (including all concurrent testing), recognition testing	A large increase in brand, tag line, and general Nissan awareness, accompanied by increased Internet traffic.
Increased dealership traffic	Dealership database, sales	More foot traffic in general to Nissan dealerships.
Lasting favorability for Nissan and higher likelihood to purchase in the future	Surveys (including all concurrent), test drives	Test drives will show these increase with experience. Based on dealership traffic, these numbers will increase dramatically.
Strong connection between innovation and Nissan	Post-testing, test drives	More members of the market will relate Nissan to the "Innovation for All" tagline.

Concurrent and post-testing will be conducted to reaffirm the achievement of our objectives during the campaign. Concurrent testing will take place at three-month intervals during the campaign to measure the level of effectiveness. Concurrent testing will include tracking studies of telephone interviews, email interviews, surveys and product audits. Surveys will accompany these methods to provide a view of the campaign's effectiveness.

In order to keep a better idea of the target market's foot traffic into Nissan dealerships, each dealership will keep a database on all Multicultural Millennials that enter a dealership and express interest in the cars.

Post-testing will occur directly after the complete run of the campaign and will measure several factors including recognition, recall, attitudes, awareness, and sales. Recognition tests will prove most valuable for evaluating brand awareness and lasting favorability among the target market.

SOURCES

- **PAGE 1** http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html
- **PAGE 1** "innovation." Merriam-Webster.com. 2012. <http://www.merriam-webster.com> (21 March 2012)
- **PAGE 3** Recognized as one of the top 5 most innovative companies in the world by Fast Company (<http://www.fastcompany.com/most-innovative-companies/2011/profile/nissan.php>).
- **PAGE 8** Rogue purchases skew female (according to dealership interviews).
- **PAGE 9** Media influence on consumer choice: 'Automotive.' <http://www.ad-ology.com/pro/index.cfm>
- Stock photos from [gettyimages.com](http://www.gettyimages.com)

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Karen Brokaw—Professor	Daniel Chilcote—Actor
Frauke Hachtmann—Professor	Alisha Tesfalem—Actress

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