



Case Study

Toyota Customer Services



Focus of Toyota Customer Services

- Enhance Toyota Brand Image
- Increase Parts and Service Dealer Traffic and Sales



Toyota Business Practices

- Toyota Continuous Improvement
 - Kaizen—Continuously improve business operations, driving for innovation and evolution
 - Genchi Genbutsu—Go to the source to understand facts for decision, build consensus to achieve goals.
- Initiated review of several areas at the request of TCS Senior Management
 - One area was their radio advertising agency & program

Agency Retention/Assignment

- Review and update agency agreement
 - Improve agency practices → “Best Practices”?
- Long term agency relationship
 - Independent review
 - Improvement areas
 - Internal – External
 - Tier 1 – Tier 2



TCS Advertising Scope

- Media coverage
 - Tier 1 – National program covers 12 Regions – 54 markets
 - Tier 2 – Dealer co-op program supplements in 2 Regions – 3 markets
- Live read – Right message? In Drive-time?
Equitable coverage within market?

Current SOW – Parts & Service Radio Advertising -- National & Regional

Agency

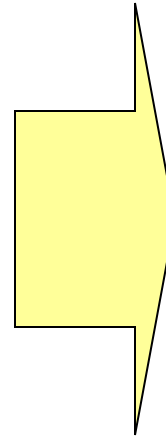
Creative



Traffic Reports:

“This traffic report is brought to you by your local Toyota Dealer”

“We’re in the rainy season. Have your Toyota Dealer replace your wiper blades.”



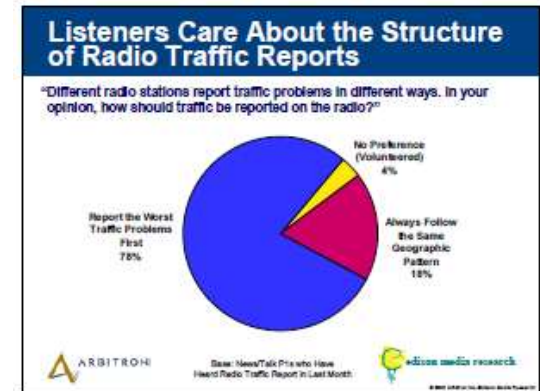
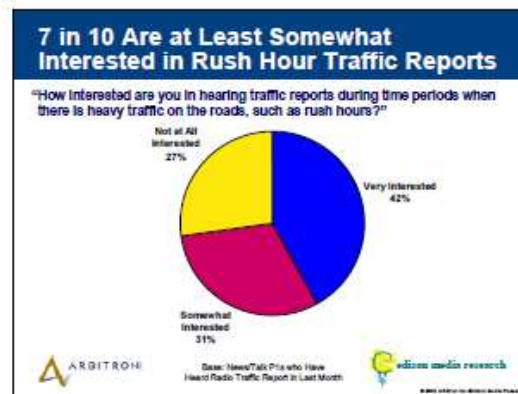
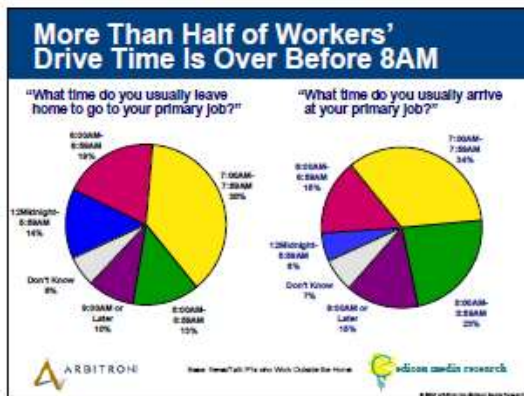
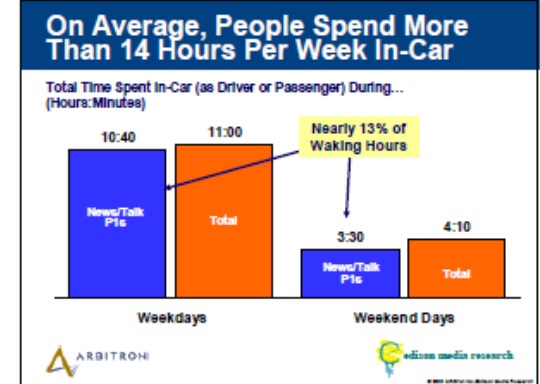
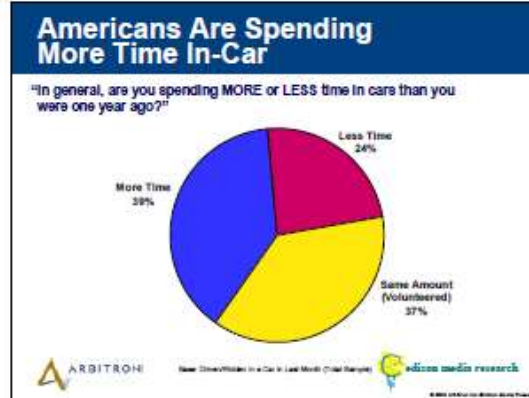
Delivery



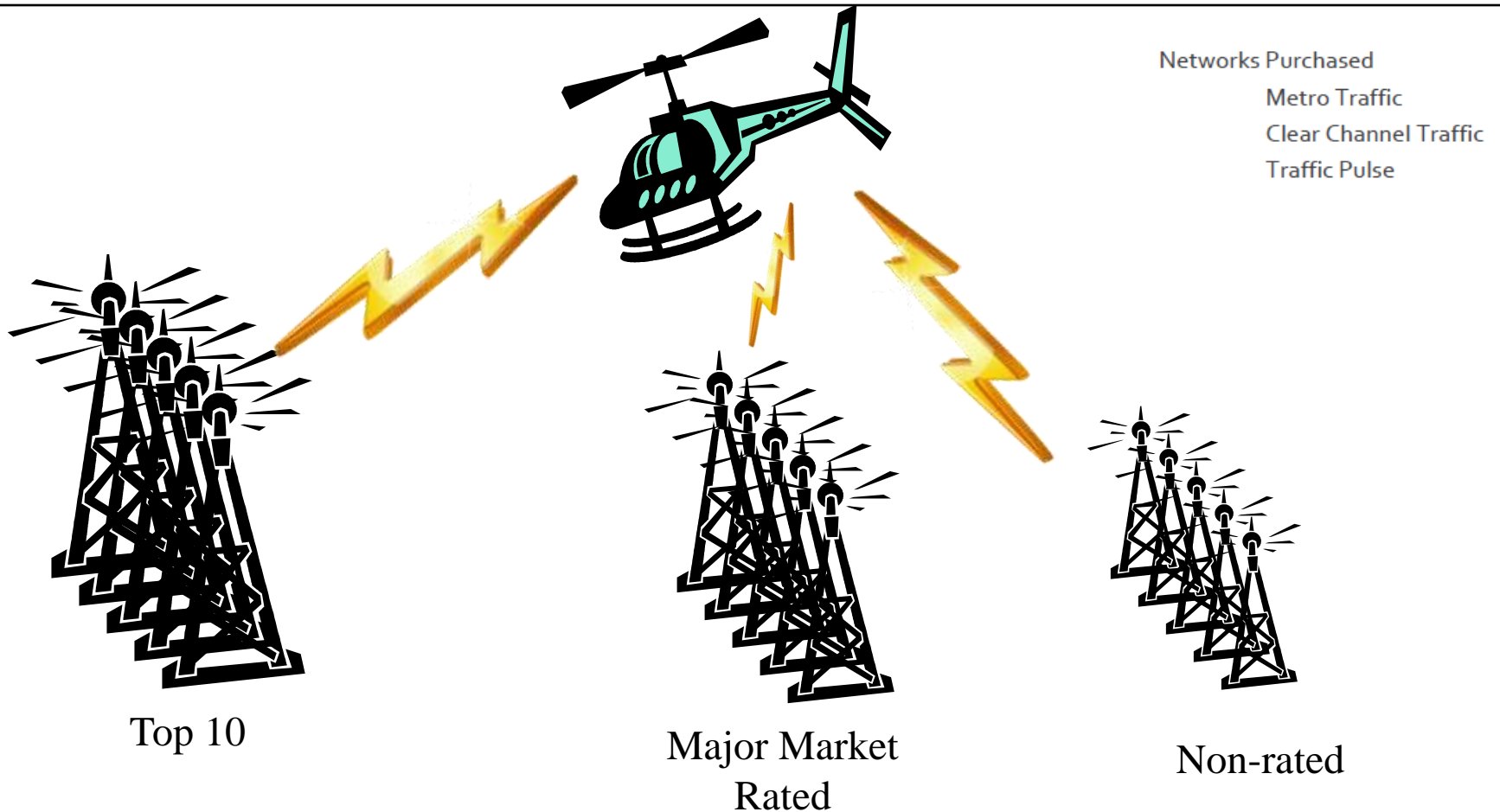
Arbitron National In-Car Study

The National In-Car Study
Fighting For the Front Seat
News/Talk Edition

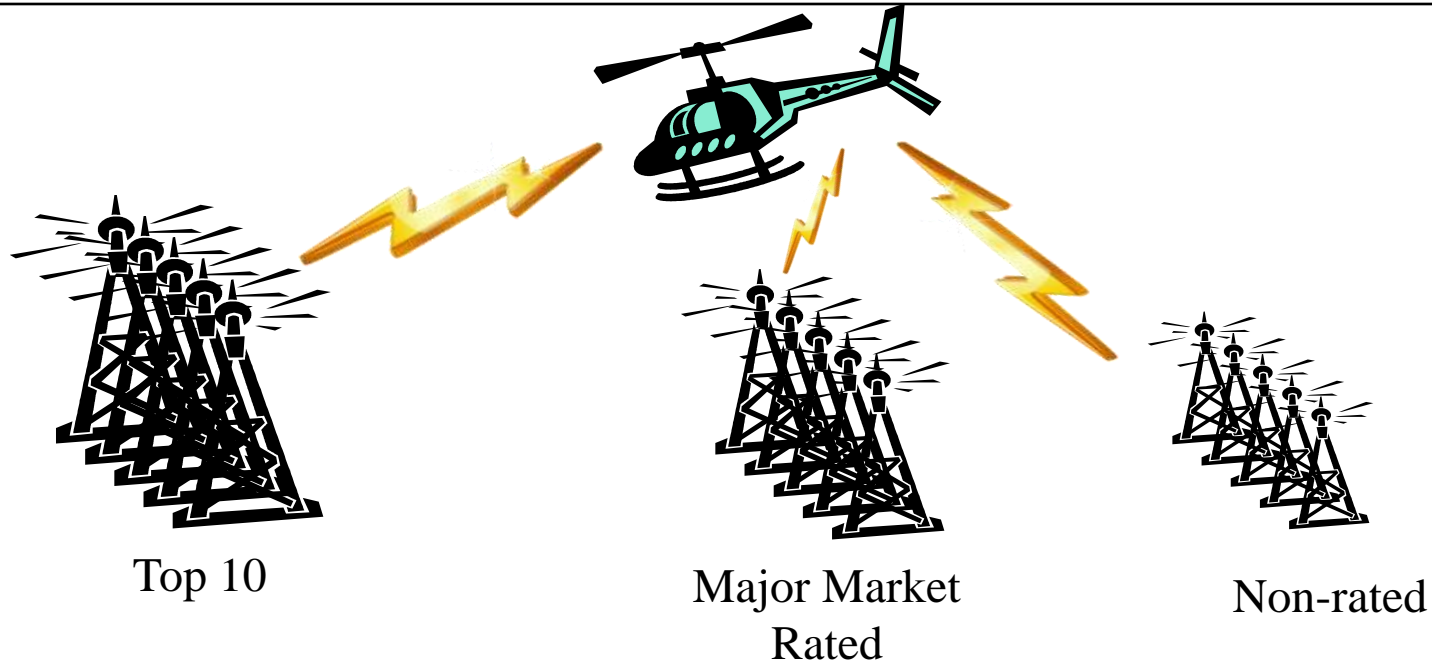
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City-wide Traffic Service

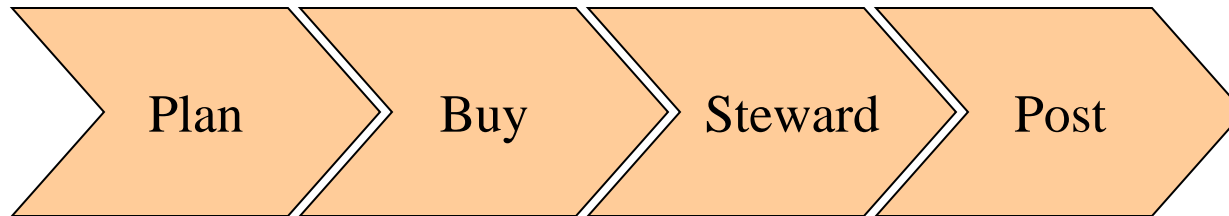


A Tale of 3 Spots



Equitable Rotation	Spot	Spot	Spot
Probable Rotation	Spot	Spot Spot	
Guaranteed Rotation	Spot Spot	Spot	

Media Delivery Verification (Audit)



- ❑ Plan: Objectives, Guidelines, Measurement Criteria
- ❑ Buy: Efficient delivery of Plan, Equitable resource distribution, Detailed execution
- ❑ Steward: Management of Client resources (Media plus Content delivery)
- ❑ Post: Agency assessment of delivery, Monitoring and Recovery of Under Delivery



Media Verification Results (Partial)

- Pricing: Overall CPP ~32-34% over Low SQAD
- Delivery: Overall ~98-101% average for all metros
 - About half of metros less than 90% of plan
 - Less than 50% on Top Ten Stations
 - About 10% on unrated stations
 - Approximately 400 spots outside “drive time”

Results

- Updated Contract
- Worked with Agency to Revise Guidelines
 - 50% guaranteed rotation on Top Ten
 - No Unrated Stations
- Agency Process changes
 - Buy & Post by Station, not traffic network
 - Post Analysis by Market
 - Under Delivery recovery in subsequent quarter
- Estimated improvement of 15-18% of media budget
- ROI on 'Guaranteed Rotation' alone = 1200%

Questions

