

BDJL MEDIA

FEEL THE WAIT

SUBARU CONNECTIONS STRATEGY

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SUBARU

SUBARU

PLAN OVERVIEW

Main Goal: **Get** customers **to** interact with Subaru **by** engaging in an initiative to help adoptable pets in shelters which is something important to the younger generation of Subaru owners and prospective buyers

"Subaru retailers build lifelong relationships with their customers, and from purchase throughout their ownership, strive to give exceptional support that exceeds expectations." (PR Newswire)

October 22: National Make A Dog's Day - Specifically focused on harder to adopt pets

"An automaker with a long history of helping shelter pets, Subaru once again shines the spotlight on hard-to-adopt shelter dogs." (Business Insider)



SUBARU
**Loves
Pets**

**Returning The Love
Pets Give Us.**

SARAH MILLER



"Subaru became the heart of our adventures, and the 'Feel the Wait' campaign reminded me of the bond Luna and I share. Now, every mile is a new chapter in our unforgettable journey."

Key Traits

Adventure-Driven
Dog-Lover
Eco-Conscious
Loyal

Age 27
Occupation Travel Blogger
Status Single
Location Denver, Colorado
Archetype Eco-Conscious Pet Owner

Bio

Sarah's Subaru journey began when the "Feel the Wait" campaign struck a chord with her. The emotional connection she shares with her rescue dog, Luna, and their adventures inspired her to choose Subaru. Now, they create unforgettable memories, ensuring Luna's comfort and safety on every adventure. Luna is like a child to Sarah and she treats her with as much care as she would a newborn.

Behaviors and Habits

- 45% typically find out about new brands and products through word-of-mouth recommendations from friend or family members
- 60% expect brands to listen to customer feedback
- We should reach them on Facebook 49% use it more than once a day
- In the last week, 96% went online and watched any video
- They follow friends, family or other people they know

Brand Goals & Discoveries

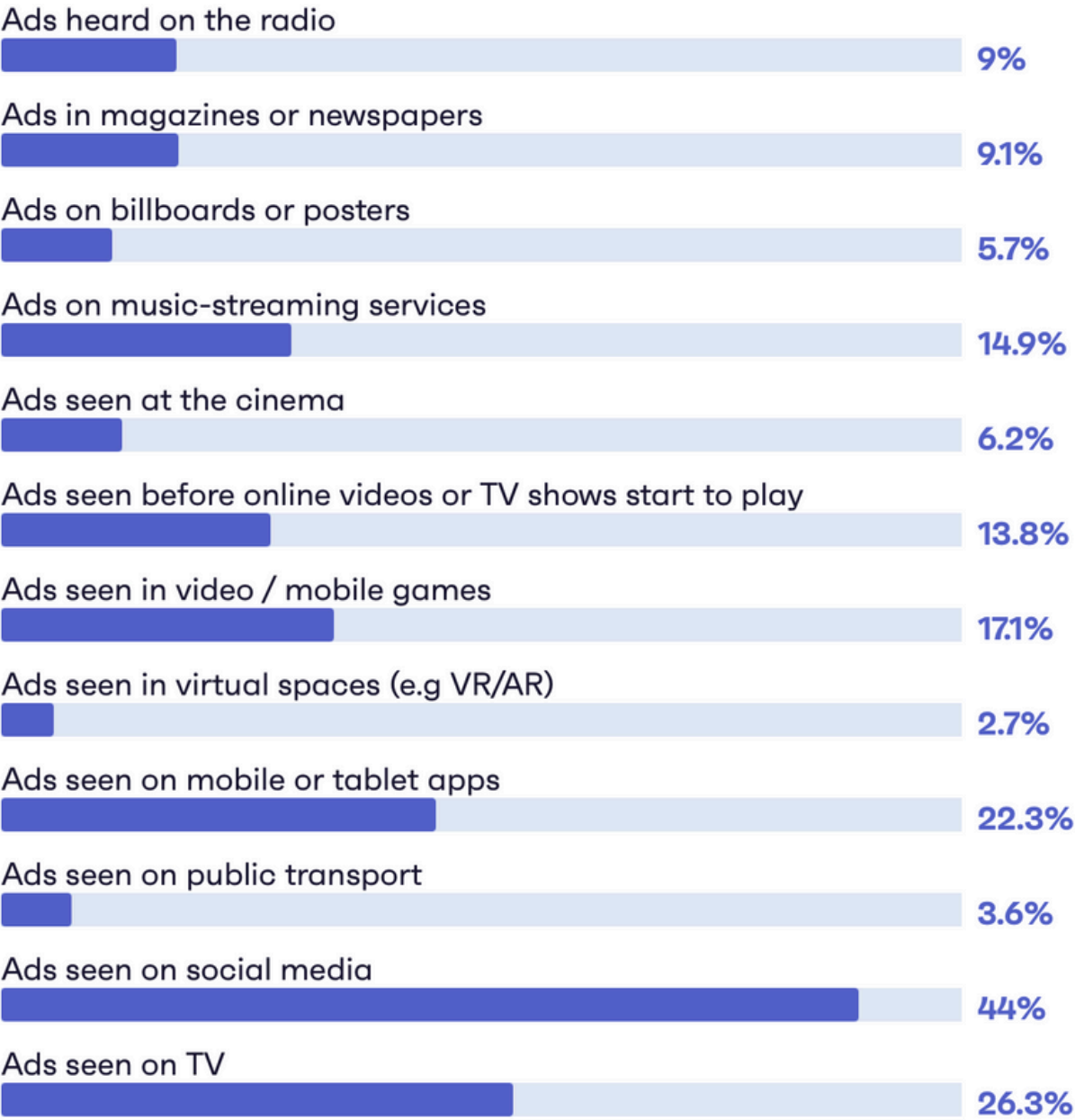
- She values brands that align with her love for nature, environmental consciousness, and pet-friendly features.
- Sarah becomes a loyal advocate for brands that share her values, trust in their products, and support her outdoor lifestyle and pet-friendly adventures with Luna.

Brands



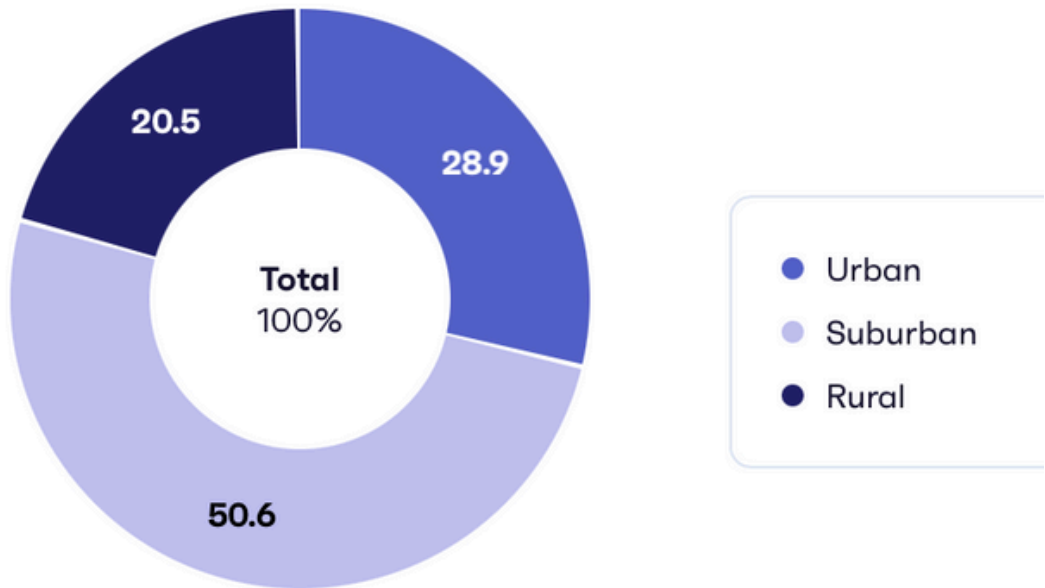
Subaru highlights its “Dog Tested. Dog Approved” tag line within its advertising. Additionally, the brand showcases its customers and their dogs across its social media channels, highlighting its “Subaru Loves Pets” initiative. (Mintel Reports)

Brand Discovery



Audience % Horizontal bar chart Sort by

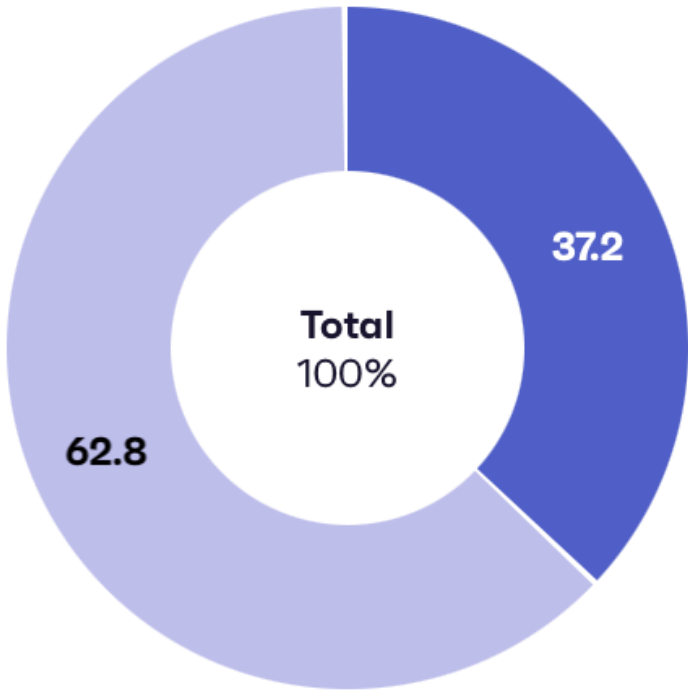
Urban Context



New Audience 5 Nov 2023 21:49

62.8% of women are Subaru owners in contrast to 37.2% male, making more than half of the audience women living in suburban areas.

Gender



Male
Female
Other Gender (Select Markets Only)

MEDIA MIX SELECTIONS

SUBARU

Media Tools Used:

- Major streaming platforms: Hulu, Roku, Discovery +, Twitch
- Ads were shown on the TODAY Show, Good Morning America, Blacklist, and The Tonight Show Starring Jimmy Fallon and across ABC, CBS, NBC, Animal Planet, and Discovery (Business Insider)

Did this mix marry well with the creative and audience insights?

- Yes, this media allowed for the ads to be unskippable. TV ads create a more immersive and impactful experience.
- TV ads increase willingness to pay and positively affect consumer engagement. (Conjointly)

Other media we considered/how this would work:

- Reach target audience by using social media sites such as Facebook, Instagram, LinkedIn, and X. (LinkedIn)
- Recreate this unskippable phenomenon by placing OOH ads in airports, buses, and in elevators



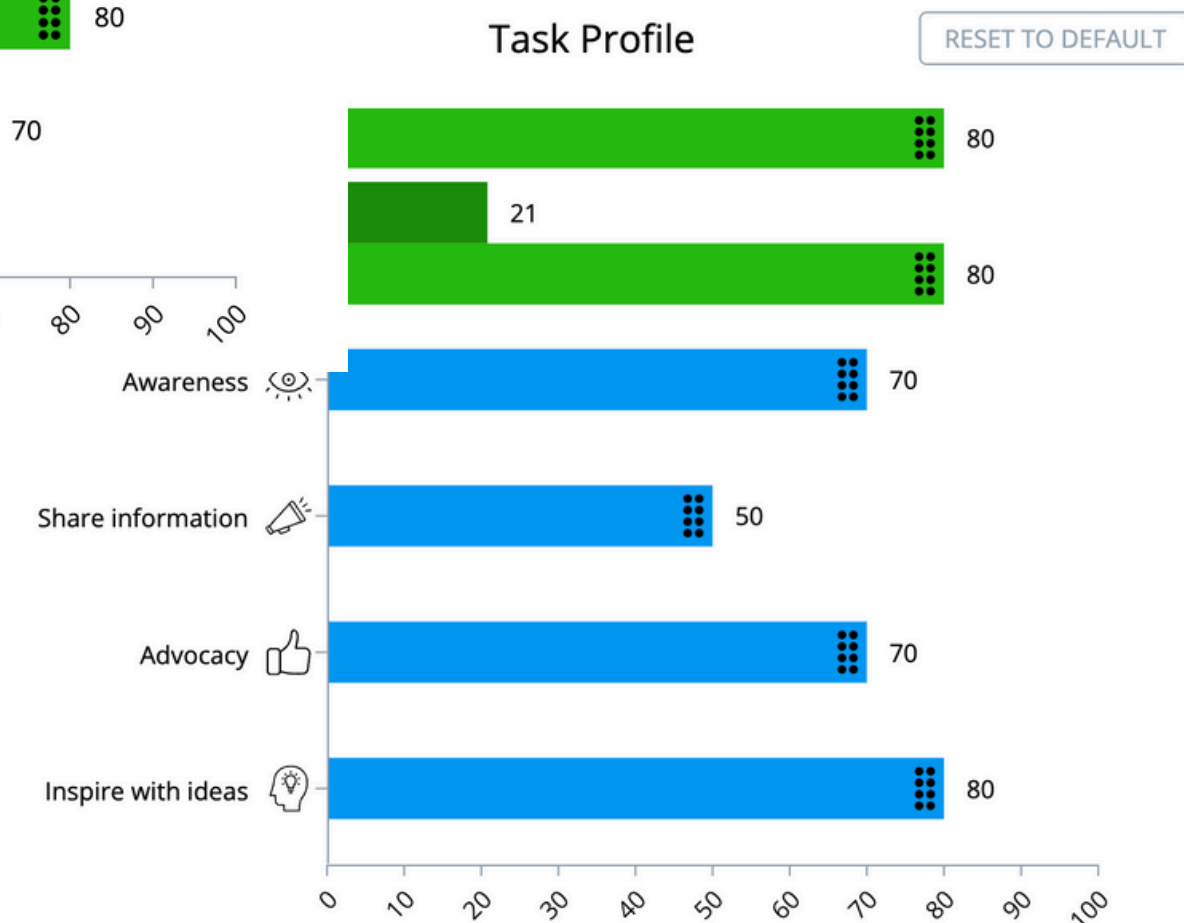
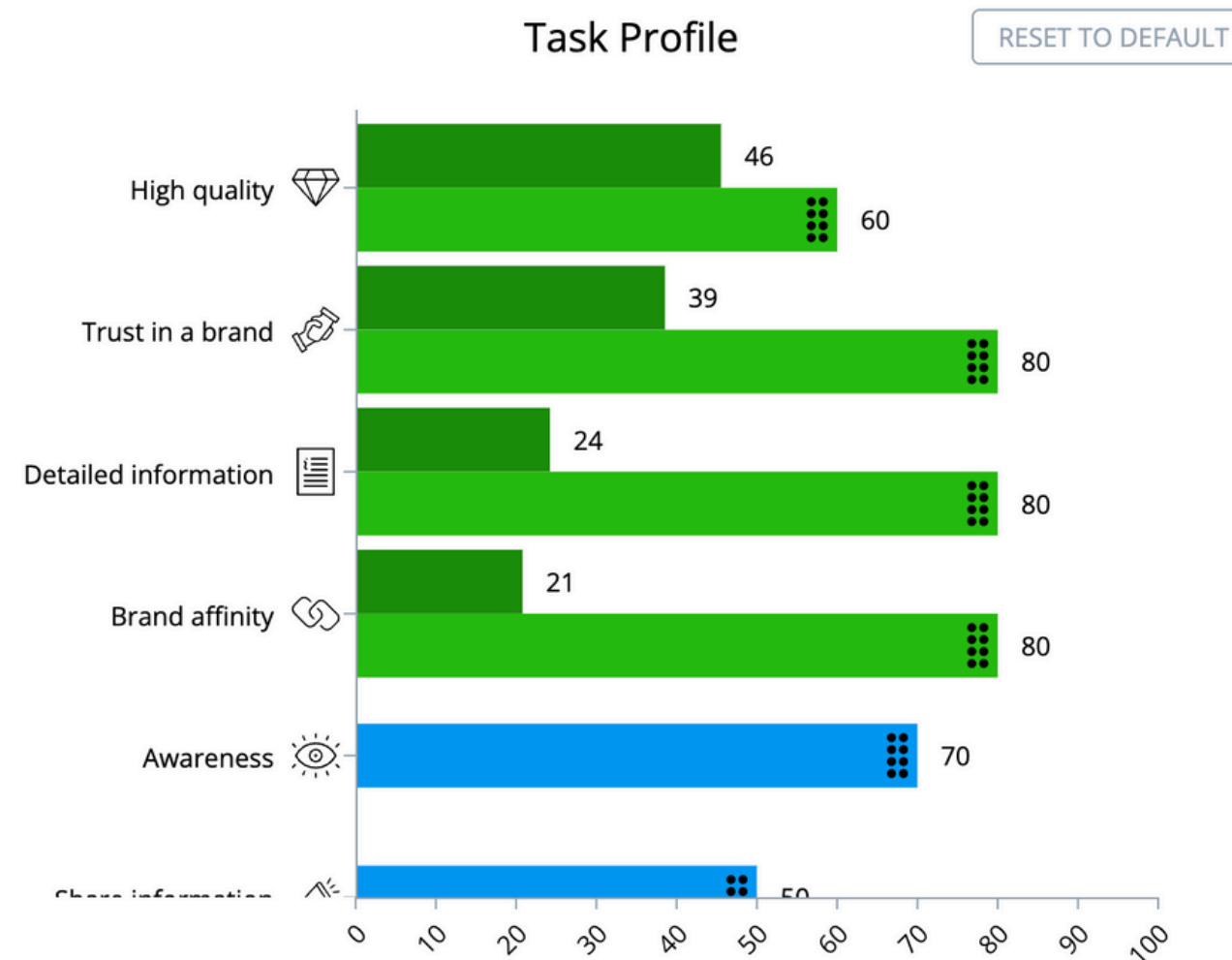


SUBARU

MEDIA MIX SELECTIONS

TARGET: ADULTS 18-40, HOUSEHOLD OWNS PET, TYPE OF PET (DOG)

TASK PROFILE



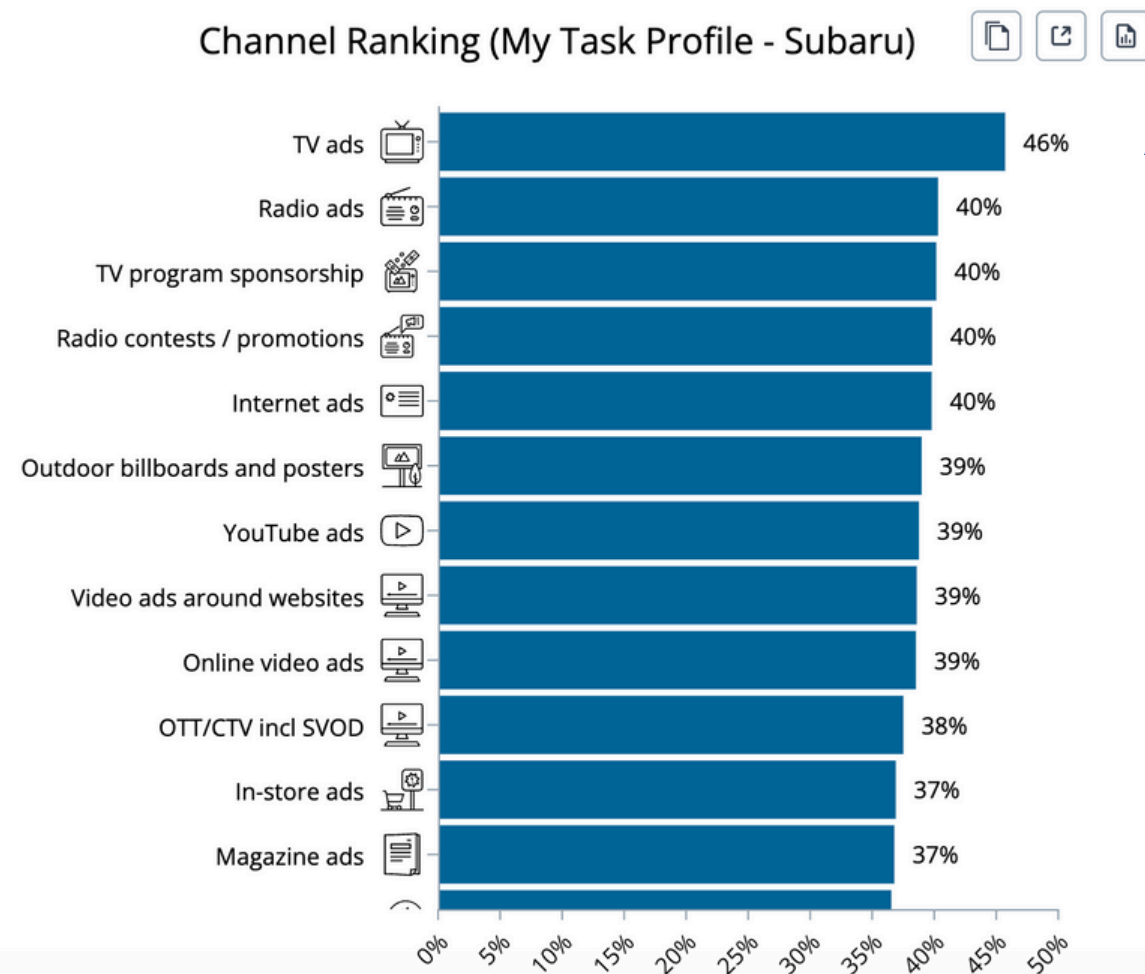


SUBARU

MEDIA MIX SELECTIONS

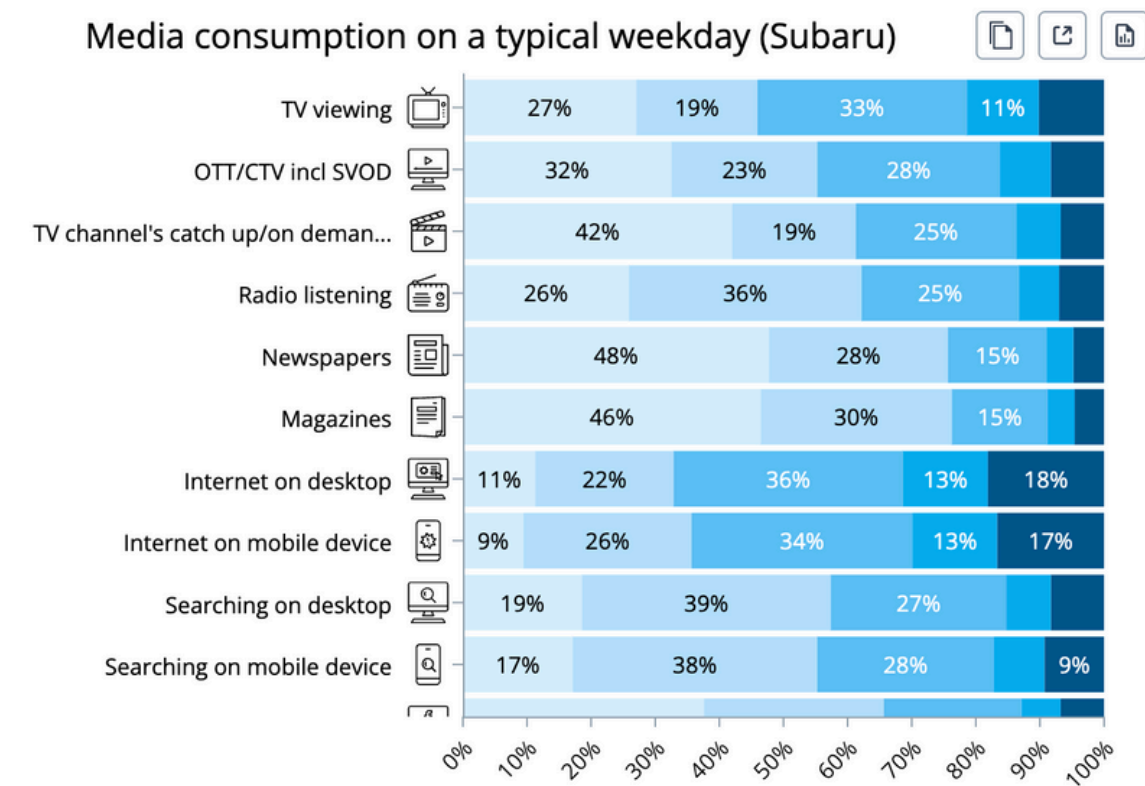
CHANNEL RANKING

Channel Ranking (My Task Profile - Subaru)



MEDIA CONSUMPTION

Media consumption on a typical weekday (Subaru)



SUBARU

CUSTOMER JOURNEY AND CONNECTION



SUBARU

What was unique about the media placements?

Engaging with a unique media placement strategy involved reaching out to a demographic of youthful dog owners who typically steer clear of traditional news sources, and strategically positioning ads in locations where they couldn't be skipped.

Was the media placed in the right place, right time, targeting the right audience?

Yes, placing ads where people cannot avoid the message is smart because this method not only fosters engagement with a wider audience, but also extends the message's reach.

Animals & Their Role in the Customer Journey

“The researchers demonstrate that exposure to dogs (cats) makes consumers subsequently more promotion- (prevention-) focused, meaning that consumers will become more eager (cautious) in pursuing a goal and more risk-seeking (risk averse) when making decisions.” (Phyisc.org)

SUBARU

CUSTOMER JOURNEY AND CONNECTION



SUBARU

Subaru and Their Customers

"Subaru's support of various causes attracts a certain type of buyer and really does contribute to their success," Ed Kim, president and chief analyst of AutoPacific, told ABC News. "Subaru customers are among the most affluent." (ABCNewsGo)

Did the media and the creative form a connections with the target?

Yes, there are already enough sad dog adoption videos, and targeting a new audience requires a new strategy. By evoking feelings of discomfort in viewers, allows people to emotionally connect with the ads which can lead to consumer action.

Did the plan answer the challenge?

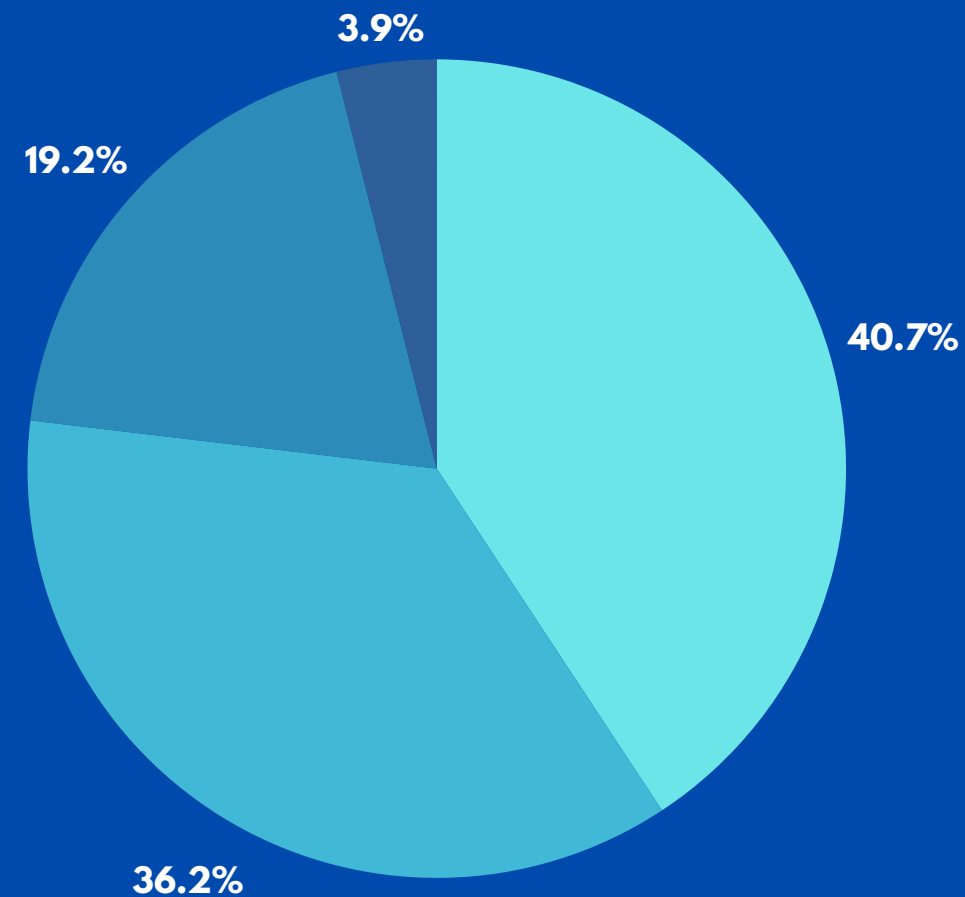
Yes, the task involved capturing the interest of younger viewers, especially those who tend to ignore the news and overlook the unfortunate reality that many dogs remain unadopted each year. The goal was to elicit emotions that would motivate action, without resorting to making viewers feel guilty.

IN-CLASS ACTIVITY



SUBARU

SHOULD THEY WIN?



ASPCA says a \$19 monthly gift could mean the difference between life and death for animals in danger. Is this true?

According to information from the organization's 2019 tax forms, **\$7.75** of each **\$19** donation went toward hands-on help with animals across the country, and **\$6.88** went toward public education, communication, policy, response and engagement. This includes things that include appeals for donations like telemarketing and direct mailings. Another **\$3.65** went toward membership development and other kinds of fundraising. The remainder, about 75 cents, was spent on management. With over **3,500** shelters this donation does not contribute to the cause as effectively as it should.

SUBARU

SHOULD THEY WIN? YES!



\$51 Million

donated to national and local
organizations



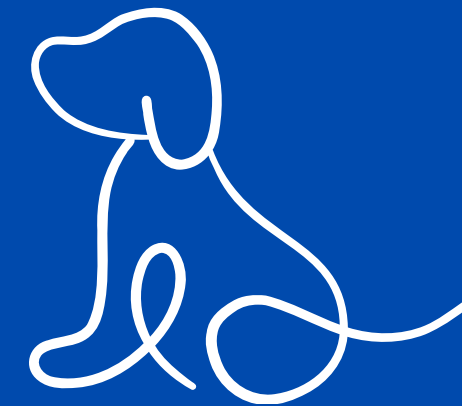
\$1.6 Million

in donations to Subaru retailers
local shelter partners



420,000

animals were given
healthcare services

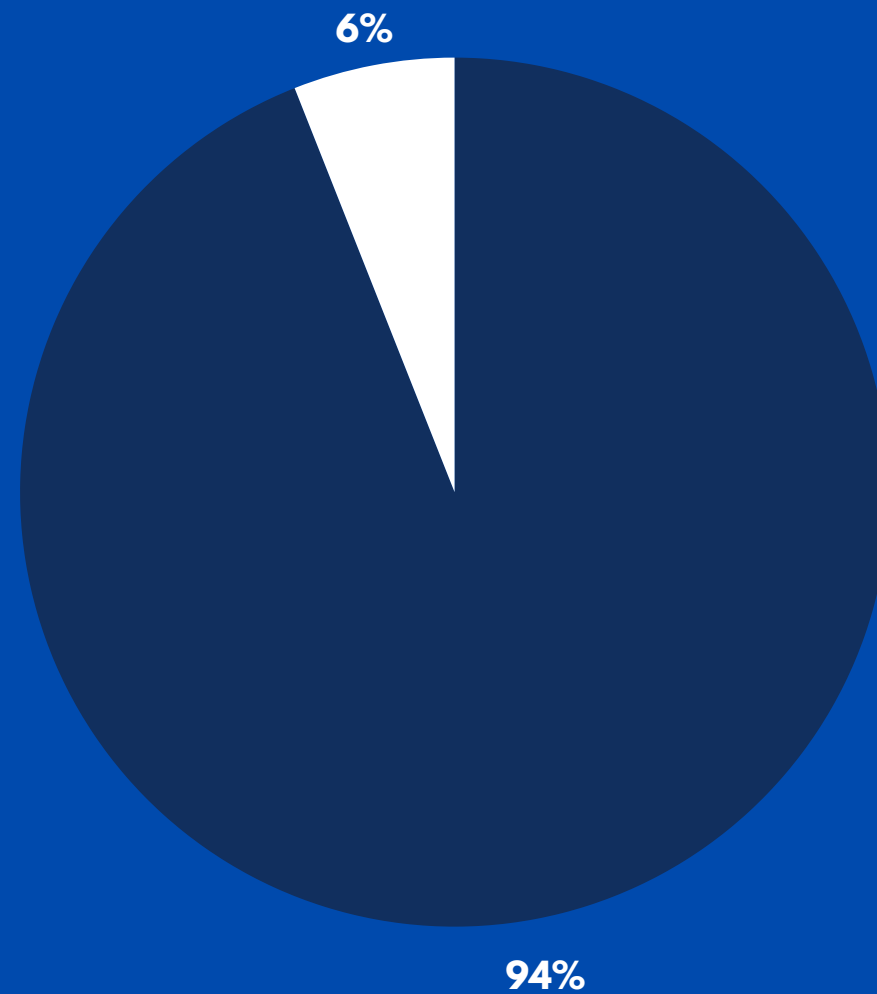


47,000

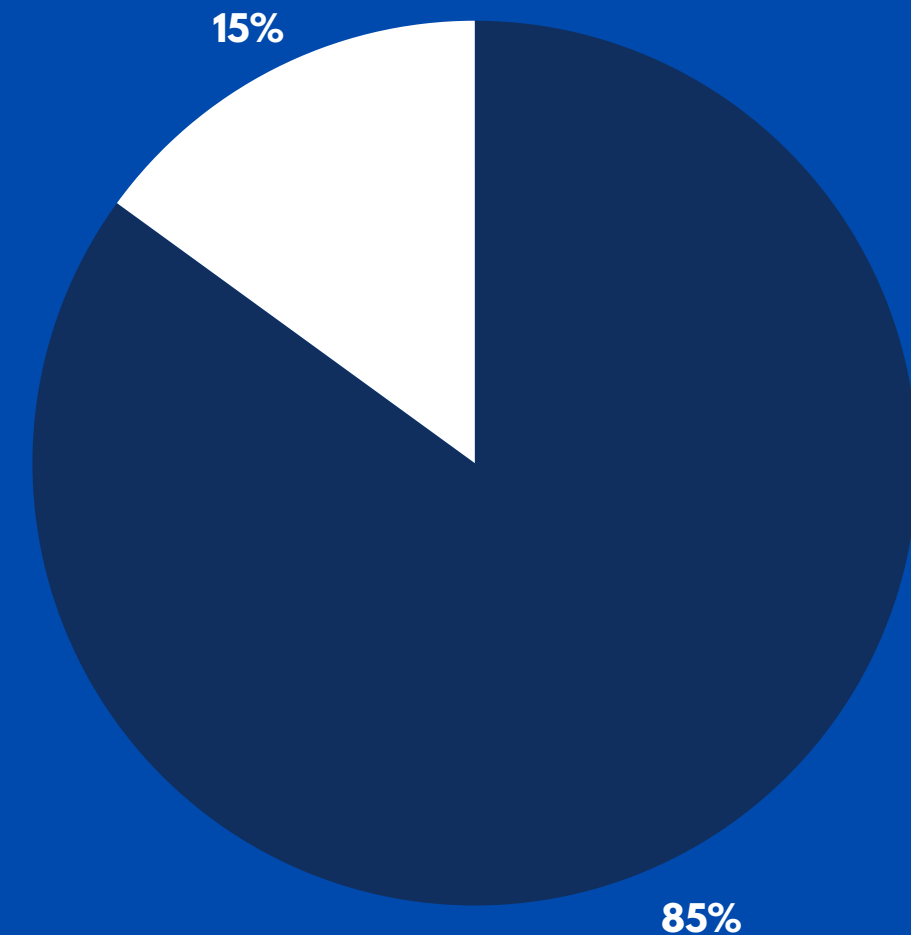
dogs adopted

SUBARU

SHOULD THEY WIN? YES!



94% of non-owners age
25-55 liked the creative



85% of non-owners age
25-55 found the main
idea meaningful

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COMMSPOINT

AUDIENCE

Filters

NEST FILTERS

CLEAR

Who are any (OR) ▾

🗑

Age groups

🗑

18 - 24 ✕

25 - 34 ✕

35 - 44 ✕

Type of pet

🗑

Dog ✕

Household owns a pet

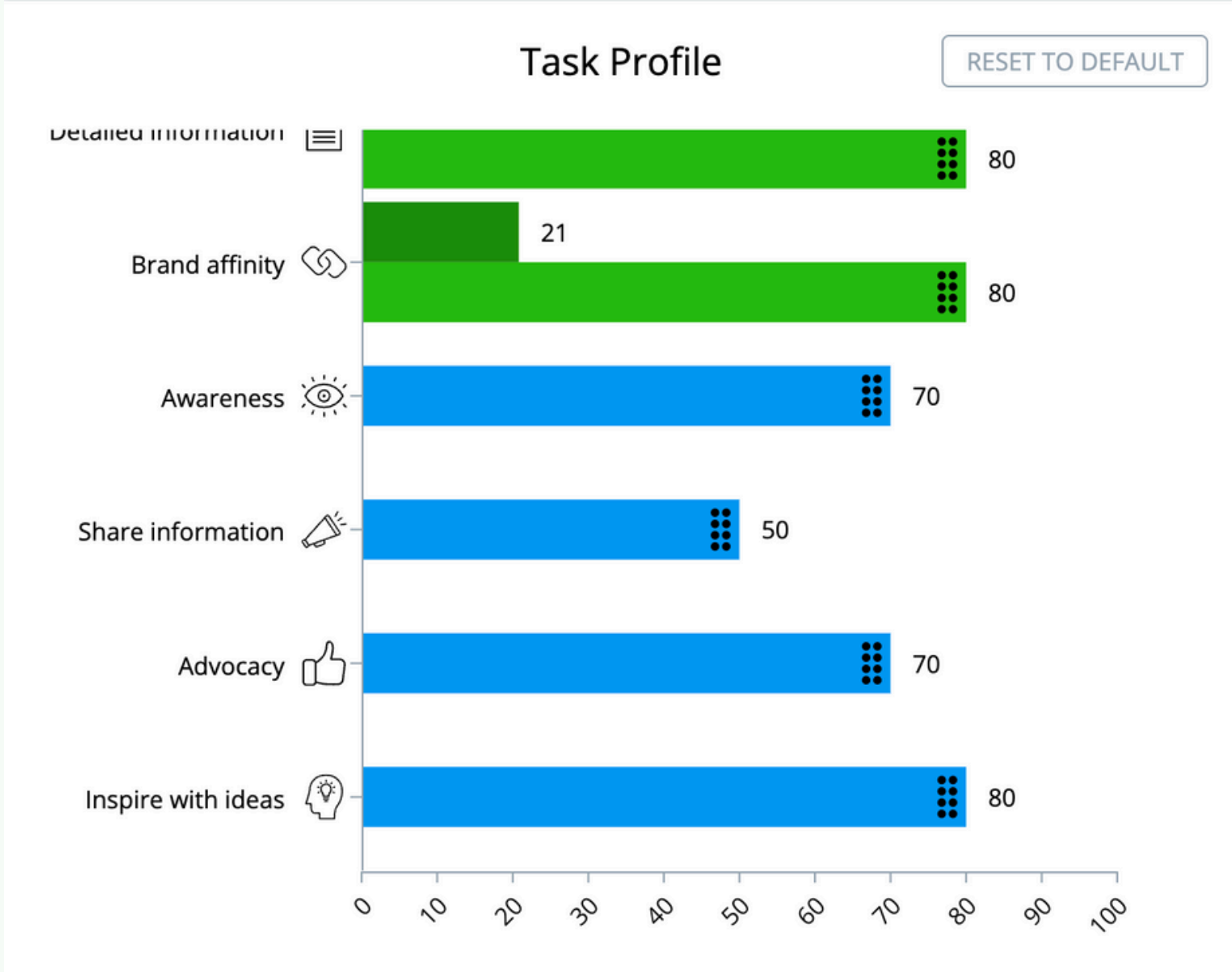
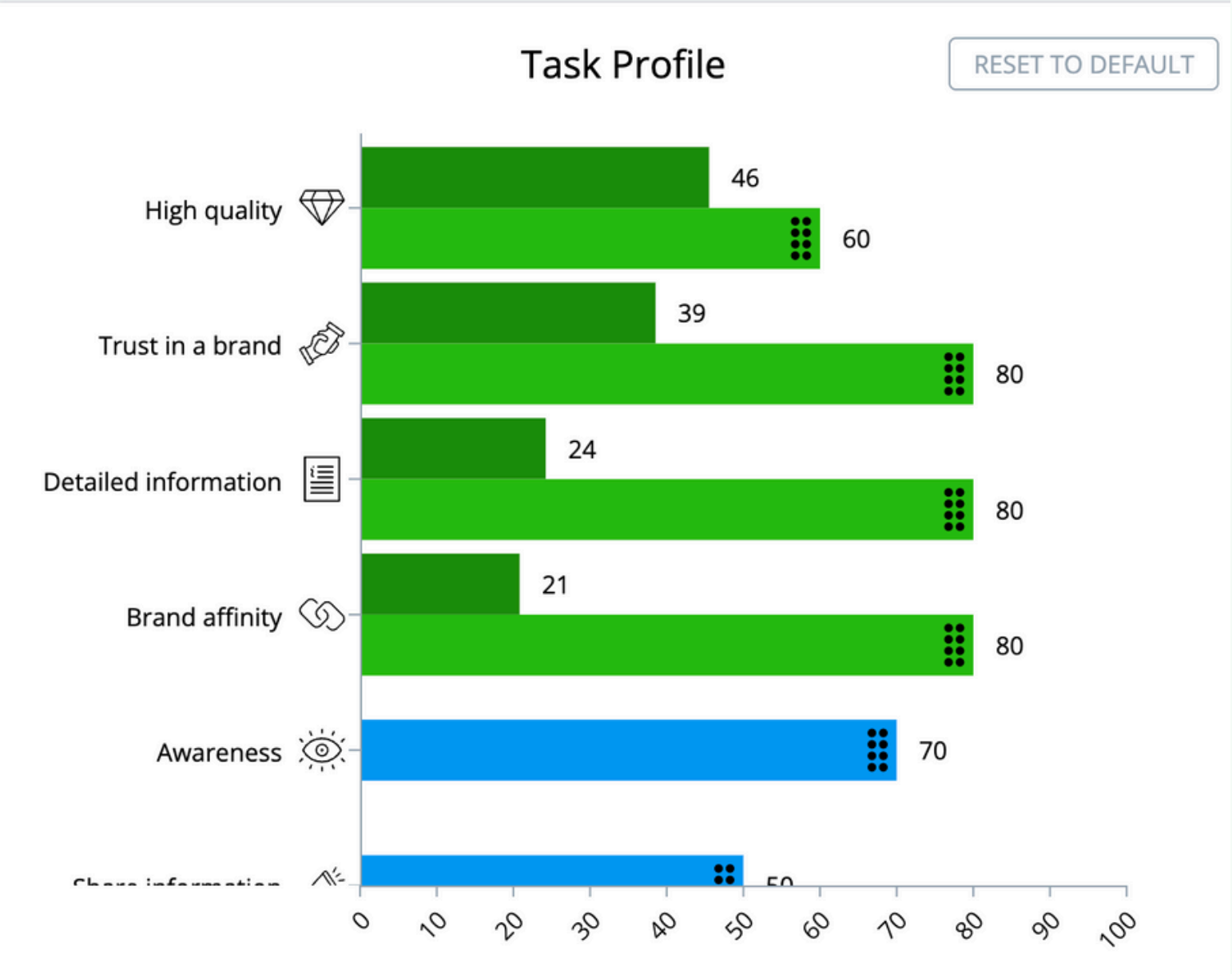
🗑

Yes ✕

WORKS CITED

COMMSPOINT

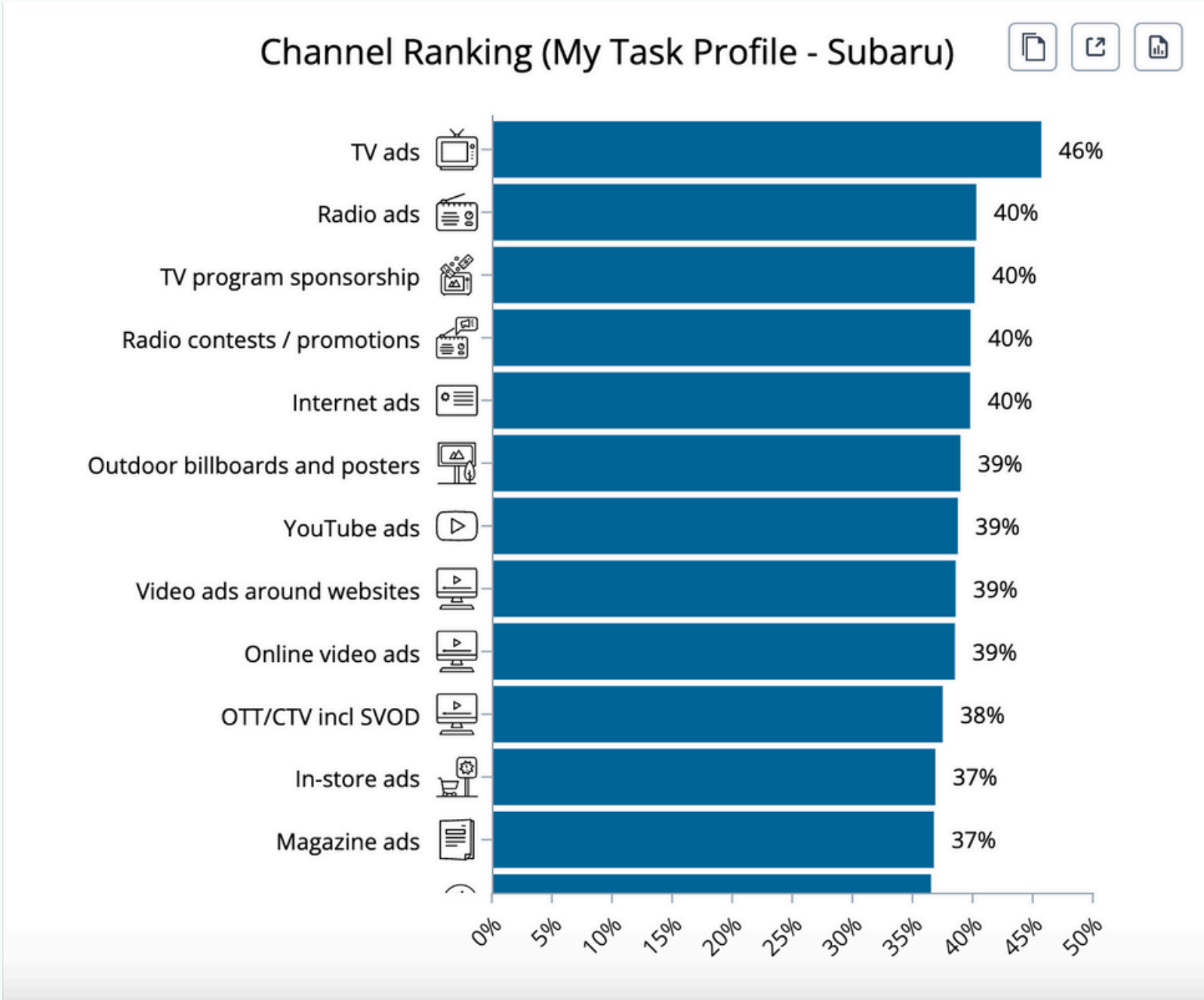
TASK PROFILE



WORKS CITED

COMMSPOINT

CHANNEL REACH > MEDIA CONSUMPTION



WORKS CITED

COMMSPOINT

PLANNING INSIGHTS > CHANNEL RANKING

