



How Hachette Filipacchi Media U.S. Proved Performance in a Cluttered Media Marketplace

CHALLENGE:

The Medium Makes a Difference

Hachette Filipacchi Media U.S. (HFM U.S.) is a leading creator of targeted media products in four sectors: automotive & motorcycling; fashion & beauty, luxury design and women & wellness. Its unique content inspires passions and helps buyers make smart purchasing decisions. Yet with today's overabundance of media choices, it is harder than ever to demonstrate value and deliverability to advertisers.

Kevin Whelan, Director of Business Development, was determined to prove that HFM media products had unique capabilities to provide branded content that could effectively deliver advertising messages and help clients sell product. In this case, Toyota wanted to sell Tundras. HFM had the media, Toyota had an ad agency and R. L. Polk & Co. had the market intelligence and insight to help make it all happen.

SOLUTION:

Unique Content plus Targeted Messaging

In an effort to promote sales of the Toyota Tundra, HFM teamed with Toyota's agency Rapp Collins and Polk to create a powerful co-branded email campaign to over 60,000 prospects culled from the subscriber base across all HFM magazine brands. The campaign would utilize unique content and branding partially based on Polk data, as well as segmentation schemes to deliver in-market prospects to Toyota.

The key to the campaign's success would be reaching the right targeted audience for the Tundra. The audience was identified by selecting pickup truck owners from Hachette's subscriber database. Polk analyzed the subscriber list and supplemented it with Polk's powerful and proven automotive and demographic information to define three additional segments: prospects in the market for a pickup truck, likely owners of specific competitive brands for conquering and households based on other relevant demographic attributes.

The email itself consisted of a strong marketing message designed to grab and engage the reader. The subject lines were customized to reflect the different magazine brands and invited prospects to "Explore the Tundra." The email also delivered a custom video, hosted by Alan Taylor, Car and Driver Radio host, and directed the audience to visit the Tundra Web site.

RESULTS:

Sales Match proves Campaign Success

The campaign exceeded all expectations with all goals being surpassed.

Results showed that HFM outperformed historical and competitive Tundra campaign benchmarks in three key areas:

- 37% increase in the number of people who opened the email
- 81% increase in total clicks within the ad
- 37% increase in "Click to Open" rate (total clicks compared to those who opened the email)

To demonstrate return on investment, HFM called on Polk's campaign evaluation experience to discover if the campaign truly worked as well as it appeared. Polk matched the email distribution list to actual registration sales data to identify the number and type of vehicles sold in the six-month period following the campaign (October 2008-March 2009). Polk also compared this to sales for U.S. households during the same period that were not involved in the campaign.

Figure 1: Sales Analysis Results

Households Who Purchased	Number	Percent	Index vs. U.S. Average
HFM—Any Vehicle	3,940	6.27%	231
Car and Driver—Any Vehicle	1,048	8.45%	312
Road & Track—Any Vehicle	712	8.84%	326
HFM—Any Pickup Trucks	643	1.02%	218
HFM—Any Toyota Vehicle	450	0.72%	153

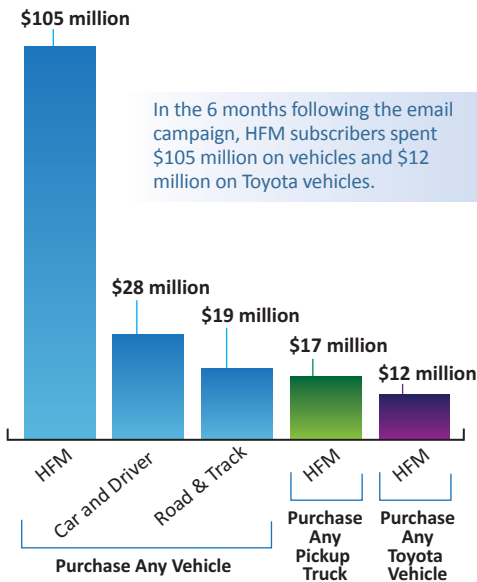
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“Our client was overwhelmed by the results! Polk understood what we were trying to do. It was great working with people who were very patient, cooperative and who understood the big picture. The result was a successful campaign that exceeded our expectations.”

– Kevin Whelan
 Director of Business Development
 Hachette Filipacchi Media U.S.

continued from page 1

Figure 2: Total Sales Generated*



Overall, HFM was able to deliver in-market prospects to Toyota that not only received and responded to the campaign, they took action and purchased, proving to Toyota, as well as subsequent clients, that HFM has unique advertising/marketing capabilities.

* Based on all vehicle purchases from October 2008 to March 2009. Based on average new vehicle price of \$26,582.
—Source: R. L. Polk & Co. and J.D. Powers 2009.

SUMMARY:

Challenge
Demonstrate to Toyota that Hachette Filipacchi Media (HFM) could deliver targeted messages to the best audiences that supported a Toyota Tundra campaign.
Solution
Polk analyzed the HFM subscriber databases and enhanced these households with indicators enabling emailed recipients to be segmented into three relevant groups. ROI was enabled by a campaign evaluation analysis conducted by Polk.
Results
<ul style="list-style-type: none"> • \$12 million spent on Toyota vehicles among the targeted audiences and another \$17 million spent on trucks in the segment representing the vehicle (Toyota Tundra) being promoted • Strong email campaign performance metrics regarding open and click-through rates

“HFM subscribers spent \$105 million on vehicles and \$12 million on Toyota vehicles during the 6 months following the Tundra email campaign.”

About R. L. Polk & Co.

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, MI with operations in Australia, Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States. For more information, please visit www.polk.com.