

UPM Rafsec RFID Venture; 2004

TheCaseSolutions.com

Introduction
Created based on a market research study in 2003. The campaign was developed with the goal of making the minivan more appealing to a younger demographic.



Campaign Goals:

- 180 degree change in perception of minivans
- Boost sales
- Increase emotional appeal of product

The work was a great learning experience. It was a challenge that we met by making fun of the minivan. The goal was achieved in 180 days.

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Did It Work? Uh, Yeah!

Marketing of the product was successful. The campaign was developed with the goal of making the minivan more appealing to a younger demographic.

The Social Impact
The campaign was successful in making the minivan more appealing to a younger demographic.

Search An Award Winning Campaign
The campaign was successful in making the minivan more appealing to a younger demographic.

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**The Rebirth of the Minivan:
The "Swagger Wagon"**

2011 Toyota Sienna Campaign
TheCaseSolutions.com

Questions?



Tactics



Marketing Analysis



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UPM Rafsec RFID Venture; 2004

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Introduction
Originally designed to track...
This campaign was the first...
The case that helped this by making...
The case that helped this by making...
The case that helped this by making...

Campaign Goals:

- 180 degree change in perception of minivans
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Did It Work? Uh, Yeah!

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Questions?

Tactics



Marketing Analysis

SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

References

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The Rebirth of the Minivan: The "Swagger Wagon"

2011 Toyota Sienna Campaign

TheCaseSolutions.com

Introduction

- Originally designed in 1930's
- Became the family car in 1970's
- Now are equipped with more bells and whistles than any other vehicle to enhance the experience of being in a van



Campaign Goals:

- 180 degree change in perception of minivans
- Boost sales
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- The mini van symbolizes boring parenthood
- Toyota challenged this by making fun of the mini van
- This gives entertainment to driving one

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Snoop Dogg Big-Ups Toyota Minivan: The Business of Celebrity Twitter Endorsements

November 03, 2011 | By Christina Rexrode, Associated Press

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@SnoopDogg
Snoop Dogg

These homies know the deal. Wonder if this swagger wagon can fit 22's?
SPINNIN! <http://bit.ly/a72hmg> (Ad)

6 May 10 via Ad.ly Network ☆ Favorite ↻ Retweet ↩ Reply



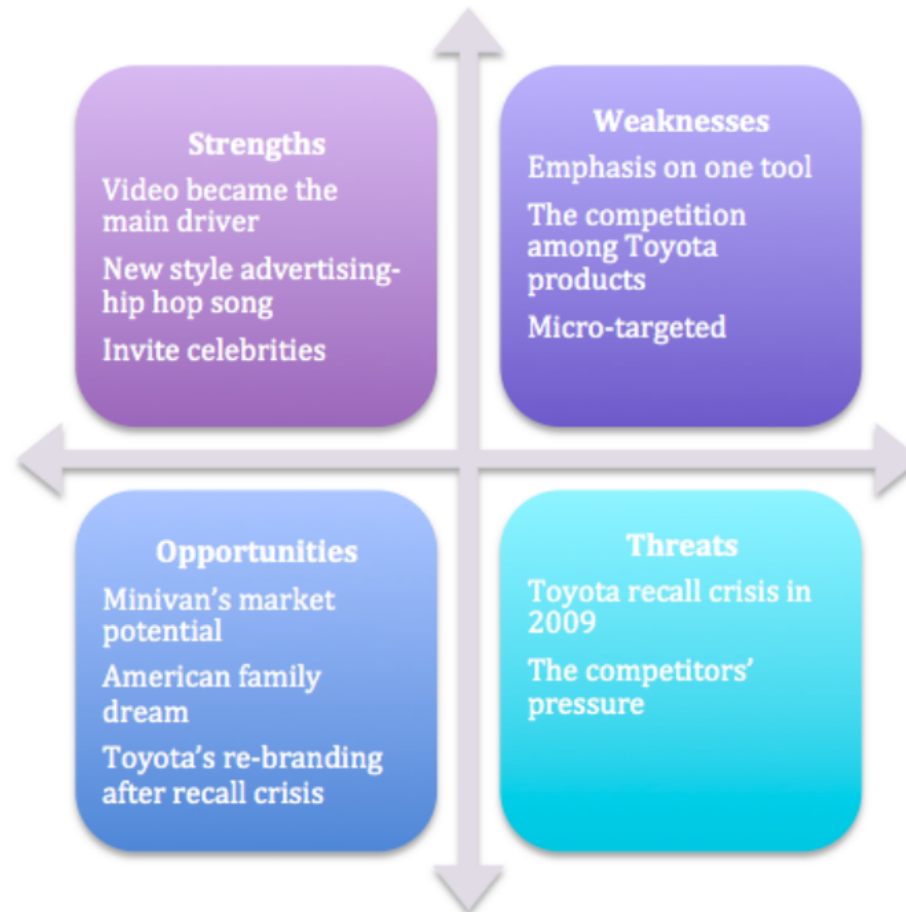
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SWOT



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Why did it succeed?

- Halo effect
- Understanding target market
- Changing perception (brand & product)

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Shortcomings?

- Emphasis on digital/internet
- Quality is the most important problem in car manufacturing industry

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Did It Work? Uh, Yeah!

Revitalizing A Struggling Product

- Sienna Sales Increased by 18.5 percent by November 2010 - More Than 2X the Industry Average
- 450,000 Minivans Sold in U.S. in 2010 - A 9.3% Increase
- 491,687 Minivans Sold in U.S. in 2011
- Sienna Sales Already Up 13% in 2012



Jumpstarting An Embattled Brand

- Great East Japan Earthquake and Widespread Recalls Hurt Brand Image
- Overall Sales Were Relatively Flat - Sienna Revenues Are the Exception!
- 217% Increase in Operating Profit in 2011 (vs. 2010)



The Social Impact

- 36,926 Facebook "Likes" and Over 200,000 Shares
- 14 Million YouTube Views - Over 8 Million Swagger Wagon Video Views
- 4th Most Shared YouTube Video of All Time - Over 1,800 Comments
- 4,584 Tweets and Over 700 Blog Posts

Saatchi An Award-Winning Campaign

- Created By Saatchi & Saatchi LA
- 2011 Effie Silver Award
- Best Automobile Social Media Campaign - IAC
- Best Mobile Social Media Campaign - IAC



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