

RAPP Worldwide Exceeds Launch Goals for Toyota C-HR



About RAPP

RAPP Worldwide, part of Omnicom's DAS Group of Companies, is a global creative agency that builds direct, meaningful and high-value relationships between brands and people. RAPP works with customers to create and deliver the right message, at the right time, to motivate consumers to take the most appropriate action.

High Expectations

RAPP's mission: Develop an email campaign for Toyota to support the launch of the first-ever Toyota C-HR. The objective was to increase awareness and drive sales for a vehicle consumers had never seen before. The agency simply had to get it right, especially considering that the C-HR represented a leap forward in Toyota's design, manufacturing, and engineering. The campaign needed to reflect these qualities and the overall excitement of the launch. The same old campaign wouldn't cut it.

RAPP faced other bumps in the road. Typically, with other vehicle campaigns, the agency has access to large volumes of historical data. This information is useful for creating audience segments and the messaging that best resonates with them. Since the C-HR was an all-new vehicle, RAPP couldn't turn to existing data to validate audience selection and the overall campaign strategy.

Additionally, current vehicle owners tend to belong to one of the segments that engage the most with campaigns. Again, there were no existing C-HR owners, and without this top-performing segment, it would be even more difficult for RAPP's campaign to meet engagement benchmarks.

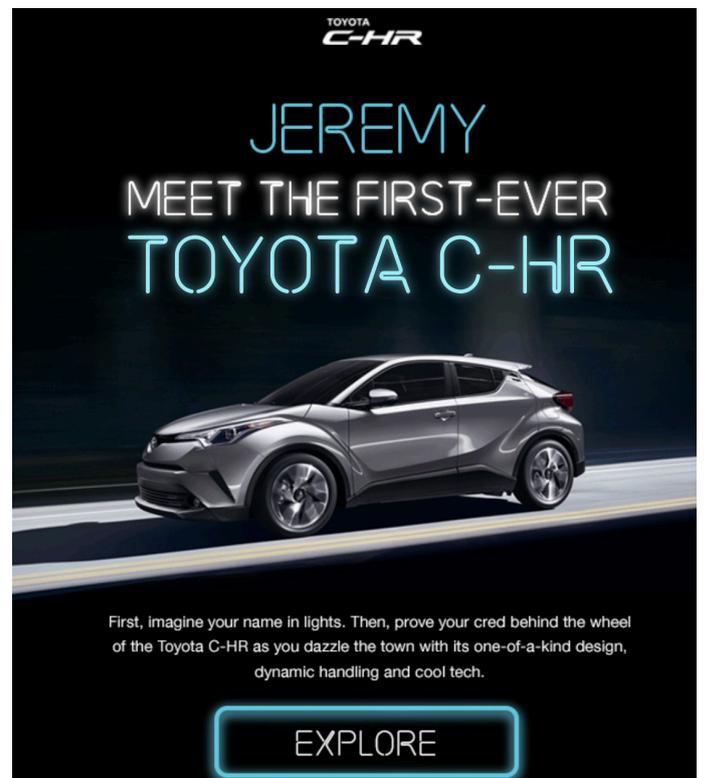
Pushing the Boundaries of Traditional Email

With so much at stake, RAPP turned to Liveclicker's RealTime Email solution, including its LiveImage capability. RAPP chose RealTime Email since it offered an excellent platform that would further enhance the contextual experience within Toyota's email communications. In short, the agency was confident that Liveclicker's solutions would help it create extremely engaging one-to-one experiences.

Using Liveclicker, RAPP was able to push the boundaries of what people might normally expect to see in a typical marketing email. They created an innovative design that

aligned perfectly with the attributes of the trendsetting C-HR and allowed the agency to build a sense of anticipation for the launch. Specifically, RAPP used Liveclicker's LiveImage element to bring the user's name and city into the email creative. Both were displayed in bright neon colors perfectly matching the custom neon font and the overall email design.

LiveImage enabled RAPP to use personalization in a unique way. For example, when users opened the first email, they saw their name in lights – literally. (“<Name>, meet the first-ever C-HR.”) For the second email, RAPP asked users to imagine themselves in the spotlight. In this case, the agency populated the headline with the name of their city. (“Light up <City>.”)



All the Right Results

The emails demonstrated the power of combining personalization with innovative design to create a memorable, effective campaign that reflected the personality of the C-HR itself.

RAPP measured campaign success through standard engagement metrics, including total clicks and opens. Yet because reach and awareness were also important campaign goals, RAPP needed to make sure the emails were highly personalized and engaging. This would normally be a challenge considering the fact that RAPP was sending the email to a large (500,000 recipients) and diverse audience.

The emails achieved engagement levels consistent with many of RAPP's most successful product-launch campaigns. This was a significant accomplishment, given the lack of data about – as well as the extensive size, reach, and diversity of – the audience. In addition, these emails were part of a wider C-HR launch program that saw exceptional engagement across all touchpoints, including a 55% open rate, a number dramatically exceeding the benchmark of 27%.

The Road Ahead

The campaign was one of the most successful email campaigns of the year. Toyota was thrilled with the design and execution, and more importantly, the overall performance of the campaign. RAPP's internal team also felt empowered by Liveclicker's RealTime Email capabilities and inspired to explore new ways to push their creative efforts for future email marketing campaigns.

Thanks to the positive response – by Toyota and its email recipients – RAPP plans on integrating Liveclicker technology into more campaigns in 2018 and beyond.

As the email landscape continues to progress, it will become more difficult to stand out in the inbox. RAPP believes the use of live content in more of its campaigns will allow them to stay ahead of the curve and continue to create memorable experiences for its clients and their customers.

Results



- Increased awareness for the all-new Toyota C-HR
- Drove sales for a vehicle consumers had never seen before
- Created an email campaign that appealed to a large and diverse audience, as evidenced by a 2X higher open rate over the benchmark
- Combined personalization and innovative design for highly engaging and effective email communications

About RealTime Email

Leading brands choose Liveclicker's RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker's flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient's constantly changing personal context.