

**RAPP** 



# **TOYOTA STICKY TESTING**

**OWNER WELCOME 2.7**

April 20, 2018

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# OBJECTIVES & LEARNING AGENDA

To have a dedicated communication stream for Toyota owners that thanks them for their purchase and guides them during their ownership cycle.

- Is the content engaging to the user?
- Is the content visually appealing to users?
- What other information would a user want for their existing purchase?
- Are users reading the content?
- What content are the users focused on?

# TEST ENVIRONMENT

Sticky is an eye tracking & emotion measurement platform. We quantify the view-ability of creative content by capturing where users look & survey responses. Users understand they are not viewing the email in an email client application and that their clicks are tracked but they won't be taken out of the email testing experience.

- Test platform: Sticky by tobiipro
- Audience size: 30 qualified test results out of panel of 100
- Audience criteria:
  - Live in North America
  - Age 18-60
  - Gender M/F
  - Toyota Owners
  - Bought Toyota within last 5 years



**EMAIL**

# OW 2.7 EMAILS

**TOYOTA**  
Let's Go Places

[Name], we're so glad you chose Toyota!

Welcome to the Toyota family

Once you set up your profile, you can enjoy exceptional service for your new vehicle!

**entune 3.0**  
Innovative tech at your fingertips

Make sure to show off your new [vehicle] by sharing the news with your friends and family!

Let's Go Places

Please do not reply to this email. This is a post-only, outbound email. We will be unable to respond to your reply.

OW 2.7 EM1  
Welcome

**TOYOTA**  
Let's Go Places

Hi, [Name]. Learn how TSS-[P] helps keep you safe.

I hope you're enjoying your new Toyota. Just a reminder that your [vehicle] comes standard with Toyota Safety Sense™ [P] (TSS-P).<sup>1</sup>

**Toyota Safety Sense**

Your TSS-[P] features include the following:

- (Pre-Collision System) with Pedestrian Detection<sup>1</sup>
- (Lane Departure Alert) with Steering Assist<sup>1</sup>
- (Automatic High Beams)<sup>1</sup>
- (Dynamic Radar Cruise Control)<sup>1</sup>

EXPLORE

Let's Go Places

Please do not reply to this email. This is a post-only, outbound email. We will be unable to respond to your reply.

OW 2.7 EM2  
TSS-P

**TOYOTA**  
Let's Go Places

Hi, [Name]. Make your [vehicle] your own.

Now that you're enjoying your new Toyota, it's a good time to explore accessories that can take your [vehicle] to the next level.

EXPLORE ACCESSORIES

- All-Weather Floor Liners<sup>2</sup> Help keep your cargo looking great with protective liners.
- Cargo Tray<sup>2</sup> Carry a wide variety of items with this tough and flexible tray.
- Cargo Tie-Down<sup>2</sup> Secure your items in this collapsible, soft-sided cargo tie.
- Hidaway Cargo Net<sup>2</sup> Easily attach this versatile net to keep your items in place.

SEE MORE ACCESSORIES

Purchase Genuine Toyota Accessories<sup>2</sup> at [Toyota CarShop] (5424 Paseo Del Norte, Carlsbad, CA 92008) (877-290-6208)

Let's Go Places

Please do not reply to this email. This is a post-only, outbound email. We will be unable to respond to your reply.

OW 2.7 EM3  
Accessories

**TOYOTA**  
Let's Go Places

Hi, [Name]. We've got you covered with ToyotaCare.

Let us take care of your Toyota so you can enjoy the ride

As a Toyota family member, you now have access to ToyotaCare,<sup>1</sup> a no-cost maintenance plan that covers your scheduled service for two years or 25,000 miles. Also included is (two) three years or 24-hour roadside assistance.<sup>2</sup>

FIND OUT MORE

Enjoy exceptional service for your new vehicle!

- Maintained with Genuine Toyota Parts
- Serviced by factory-trained Toyota technicians
- Available at any participating Toyota dealership

DOWNLOAD GUIDE

Schedule your reminder

Let's Go Places

Please do not reply to this email. This is a post-only, outbound email. We will be unable to respond to your reply.

OW 2.7 EM4  
ToyotaCare

# OW 2.7 – EM1

## Welcome Overview

## Email Overview

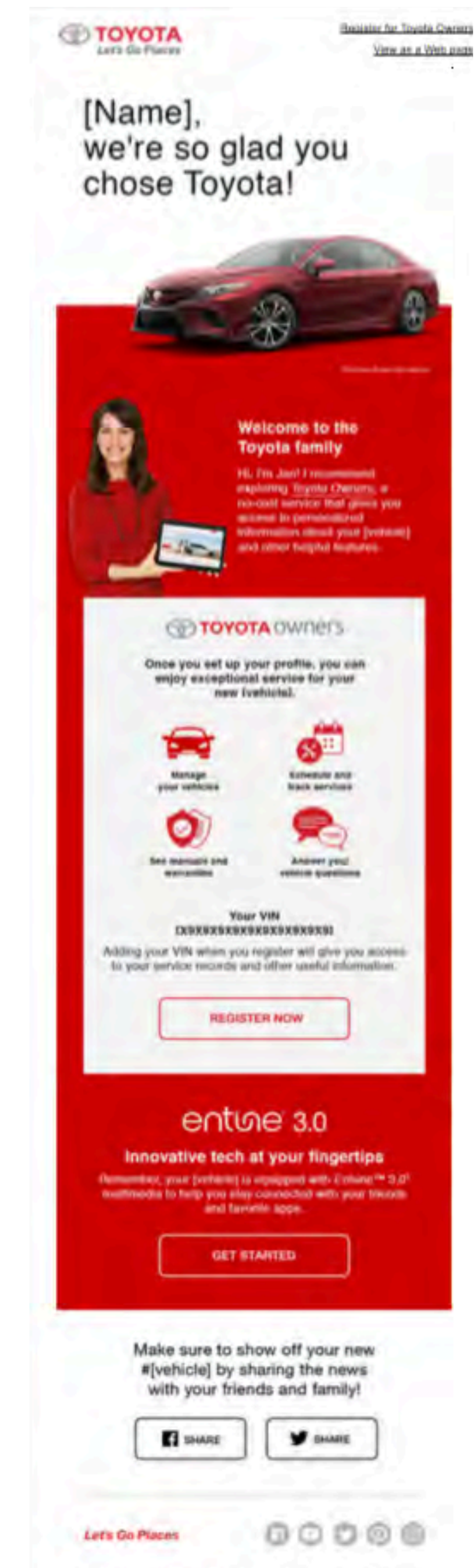
Owner Welcome emails are sent to Toyota buyers after they have purchased or leased their vehicle. We leverage owner interests and behaviors to bring the user into an ownership cycle that thanks them for owning a Toyota vehicle. This email also introduces the user to Jan.

## Cadence/Sent

- Customer would receive this email 3 days after the Toyota dealership sends their Retail Delivery Report to Toyota corporate.



Mobile

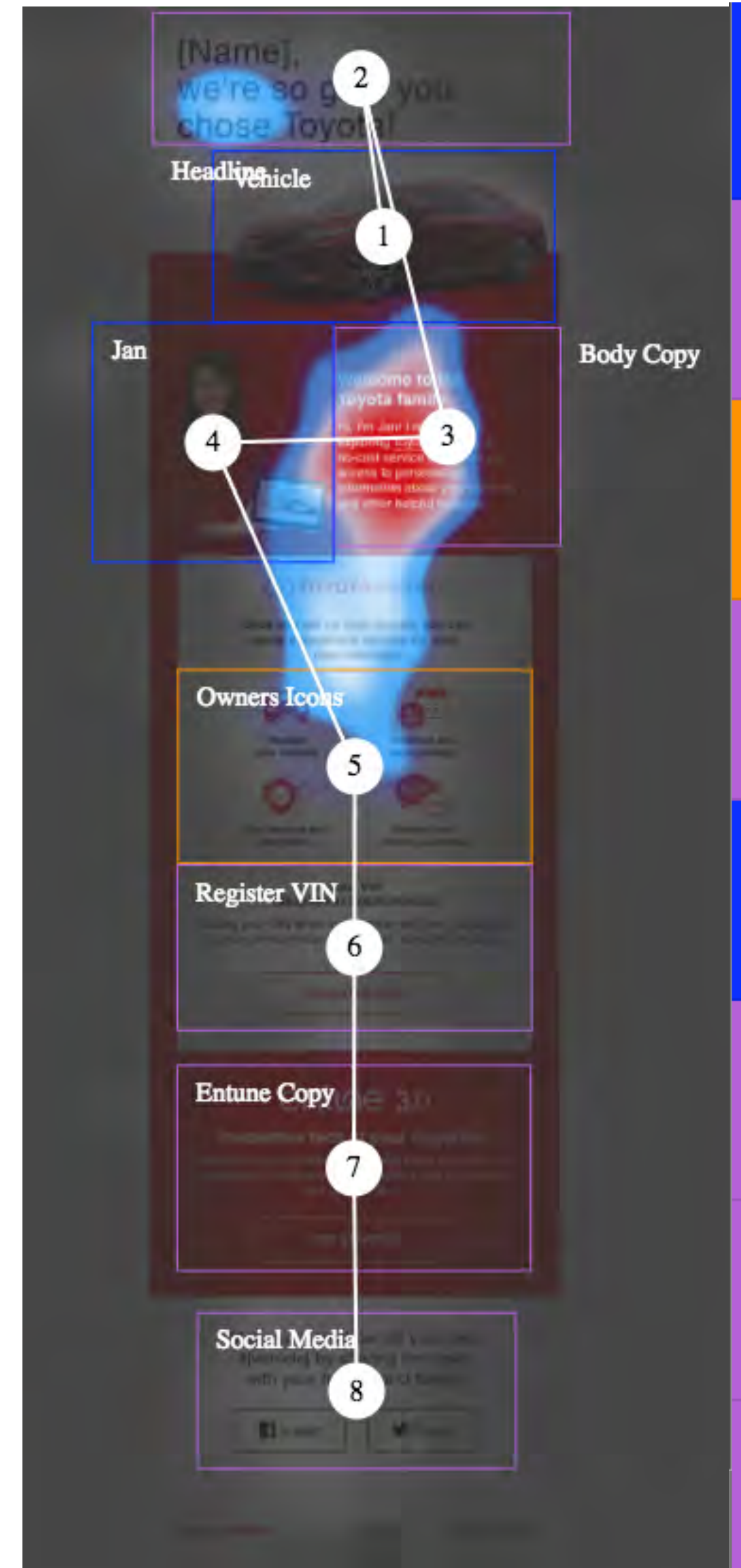


Desktop

# OW 2.7 – EM1

## Welcome Engagement Results

OW EM1 Welcome	
N/A	<b>Vehicle</b> Earned Attention: 1.5 seconds Word Count: 0
Read	<b>Headline</b> Earned Attention: 1.4 seconds Word Count: 4
Glanced	<b>Body Copy</b> Earned Attention: 3.9 seconds Word Count: 30
N/A	<b>Jan</b> Earned Attention: 1.9 seconds Word Count: 0
Glanced	<b>Owners Icons</b> Earned Attention: 2.1 seconds Word Count: 15
Skimmed	<b>Register VIN</b> Earned Attention: 1.4 seconds Word Count: 20
Skimmed	<b>Entune Copy</b> Earned Attention: 2 seconds Word Count: 25
Skimmed	<b>Social Media</b> Earned Attention: 1.7 seconds Word Count: 17



<b>Vehicle</b> Seen by: 100% of users Ranked 1st out of 8 Areas of Interest
<b>Headline</b> Seen by: 90% of users Ranked 2nd out of 8 Areas of Interest
<b>Owners Icons</b> Seen by: 90% of users Ranked 5th out of 8 Areas of Interest
<b>Body Copy</b> Seen by: 87% of users Ranked 3rd out of 8 Areas of Interest
<b>Jan</b> Seen by: 83% of users Ranked 4th out of 8 Areas of Interest
<b>Register VIN</b> Seen by: 73% of users Ranked 6th out of 8 Areas of Interest
<b>Entune Copy</b> Seen by: 63% of users Ranked 7th out of 8 Areas of Interest
<b>Social Media</b> Seen by: 47% of users Ranked 8th out of 8 Areas of Interest



# OW 2.7 – EM1

## Welcome Heatmap Results

- Users read (they spent enough time reading all of the content) headline first and glance at body copy.
- Image of vehicle and Jan received the shortest read time.
- Content on bottom below the fold are ranked lower areas of interest.

[Name],  
we're so glad you  
chose Toyota!



**TOYOTA owners**

Once you set up your profile, you can enjoy exceptional service for your new [vehicle].

- Manage your vehicles
- Schedule and track services
- See manuals and warranties
- Answer your vehicle questions

Your VIN  
[X9X9X9X9X9X9X9X9X9X9]

Adding your VIN when you register will give you access to your service records and other useful information.

[REGISTER NOW](#)

**entune 3.0**

Innovative tech at your fingertips

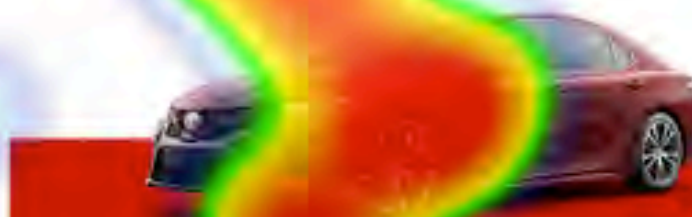
Remember, your [vehicle] is equipped with Entune™ 3.0<sup>1</sup> multimedia to help you stay connected with your friends and favorite apps.

[GET STARTED](#)

Make sure to show off your new #[vehicle] by sharing the news with your friends and family!

[f SHARE](#) [t SHARE](#)

[Name],  
we're so glad you  
chose Toyota!



**TOYOTA owners**

Once you set up your profile, you can enjoy exceptional service for your new [vehicle].

- Manage your vehicles
- Schedule and track services
- See manuals and warranties
- Answer your vehicle questions

Your VIN  
[X9X9X9X9X9X9X9X9X9X9]

Adding your VIN when you register will give you access to your service records and other useful information.

[REGISTER NOW](#)

**entune 3.0**

Innovative tech at your fingertips

Remember, your [vehicle] is equipped with Entune™ 3.0<sup>1</sup> multimedia to help you stay connected with your friends and favorite apps.

[GET STARTED](#)

Make sure to show off your new #[vehicle] by sharing the news with your friends and family!

[f SHARE](#) [t SHARE](#)

# OW 2.7 – EM2

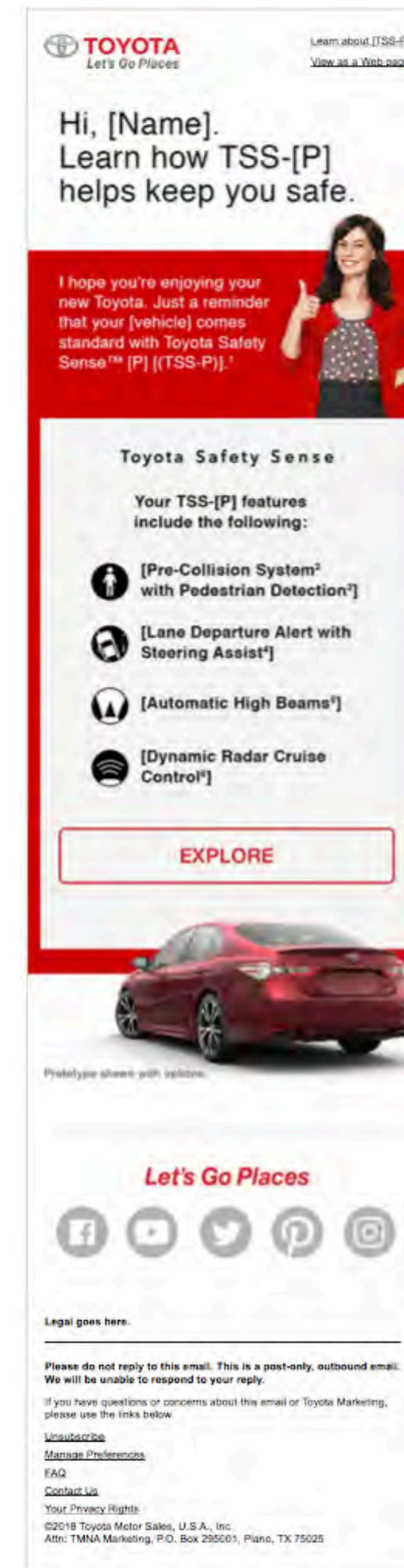
## TSS-[P] Overview

### Email Overview

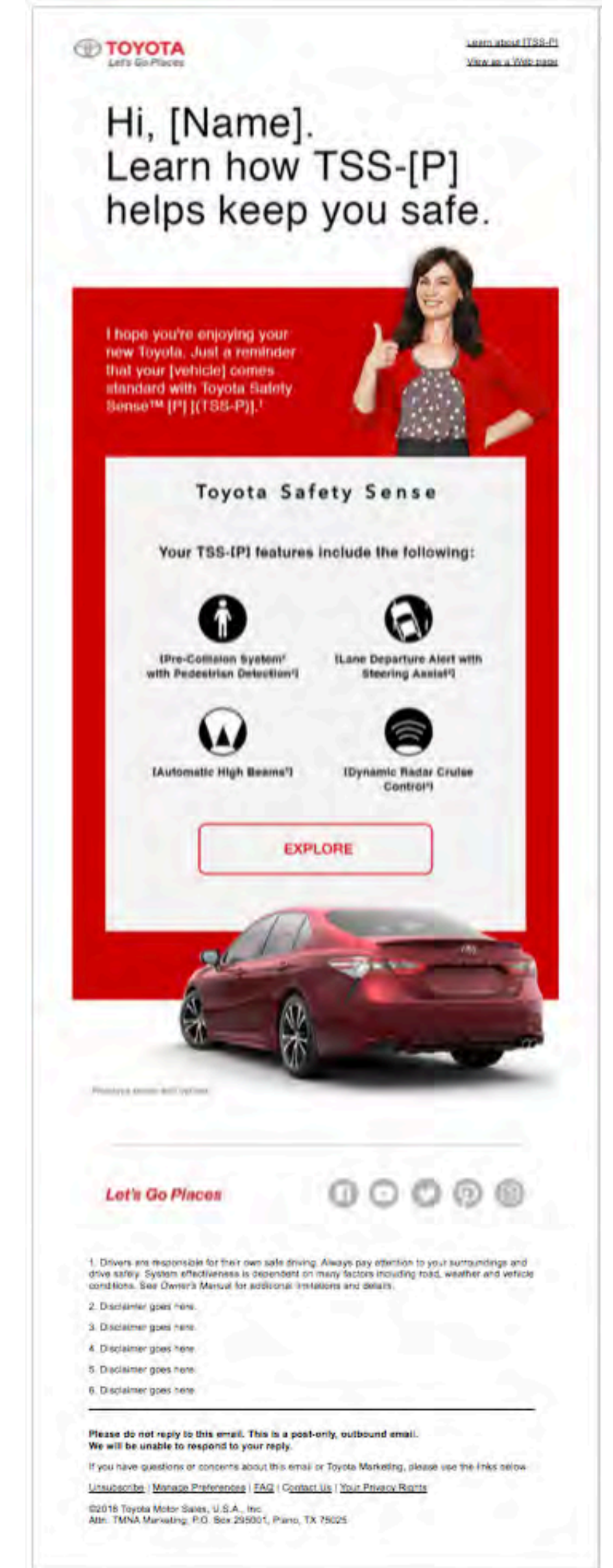
The Toyota Safety Sense email reinforces Toyota's commitment to driver safety, letting the vehicle buyer feel comfortable in their purchasing decision. This email highlights the main features of TSS and allows the user to explore the safety aspects in detail. This email is specific to TSS-P.

### Cadence/Sent

- Customer would receive this email 6 days after the Toyota dealership sends their Retail Delivery Report to Toyota corporate.



Mobile

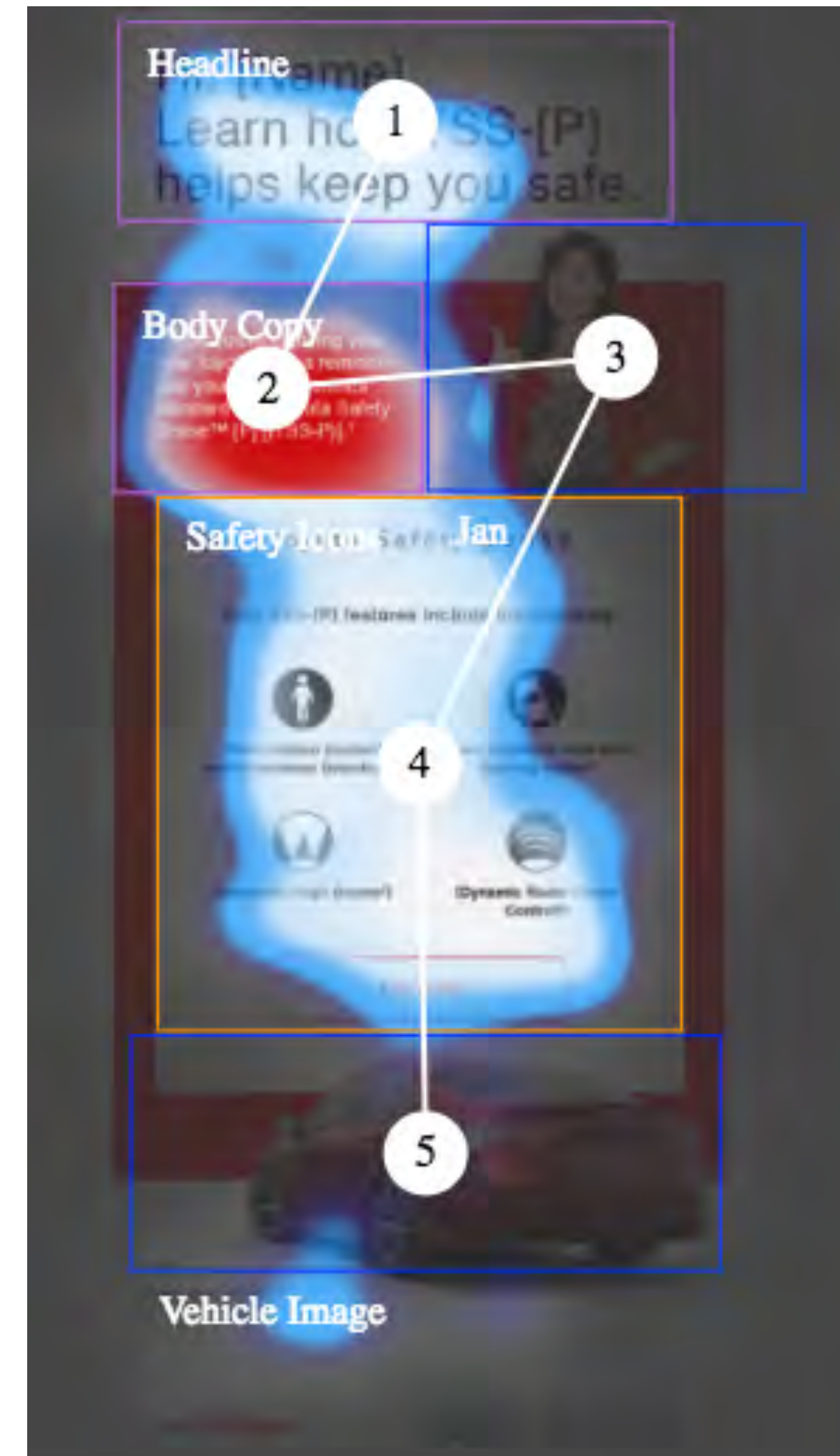


Desktop

# OW 2.7 – EM2

## TSS-[P] Engagement Results

OW EM2 TSS-P	
Read	<b>Headline</b> Earned Attention: 2.1 seconds Word Count: 8
Glanced	<b>Body Copy</b> Earned Attention: 2.7 seconds Word Count: 21
N/A	<b>Jan</b> Earned Attention: 1 seconds Word Count: 0
Read	<b>Safety Icons</b> Earned Attention: 6.8 seconds Word Count: 28
N/A	<b>Vehicle Image</b> Earned Attention: 1.4 seconds Word Count: 0



<b>Body Copy</b> Seen by: 97% of users Ranked 2nd out of 5 Areas of Interest
<b>Safety Icons</b> Seen by: 97% of users Ranked 4th out of 5 Areas of Interest
<b>Headline</b> Seen by: 93% of users Ranked 1st out of 5 Areas of Interest
<b>Vehicle Image</b> Seen by: 80% of users Ranked 5th out of 5 Areas of Interest
<b>Jan</b> Seen by: 77% of users Ranked 3rd out of 5 Areas of Interest

# OW 2.7 – EM2

## TSS-[P] Heatmap Results

- Users see the vehicle first and read headline before glancing (users looked quickly then looked at something else) over the body copy.
- Spend most time looking at icons and reading description.
- Did not pay much attention to image of Jan or vehicle.

Hi, [Name].  
Learn how TSS-[P]  
helps keep you safe.

I hope you're enjoying your new Toyota. Just a reminder that your [vehicle] comes standard with Toyota Safety Sense™ [P] [(TSS-P)].<sup>1</sup>

**Toyota Safety Sense**

Your TSS-[P] features include the following:

- [Pre-Collision System<sup>2</sup> with Pedestrian Detection<sup>3</sup>]
- [Lane Departure Alert with Steering Assist<sup>4</sup>]
- [Automatic High Beams<sup>5</sup>]
- [Dynamic Radar Cruise Control<sup>6</sup>]

EXPLORE

Prototype shown with options.

Let's Go Places



Hi, [Name].  
Learn how TSS-[P]  
helps keep you safe.

I hope you're enjoying your new Toyota. Just a reminder that your [vehicle] comes standard with Toyota Safety Sense™ [P] [(TSS-P)].<sup>1</sup>

**Toyota Safety Sense**

Your TSS-[P] features include the following:

- [Pre-Collision System<sup>2</sup> with Pedestrian Detection<sup>3</sup>]
- [Lane Departure Alert with Steering Assist<sup>4</sup>]
- [Automatic High Beams<sup>5</sup>]
- [Dynamic Radar Cruise Control<sup>6</sup>]

EXPLORE

Prototype shown with options.

Let's Go Places



# OW 2.7 – EM3

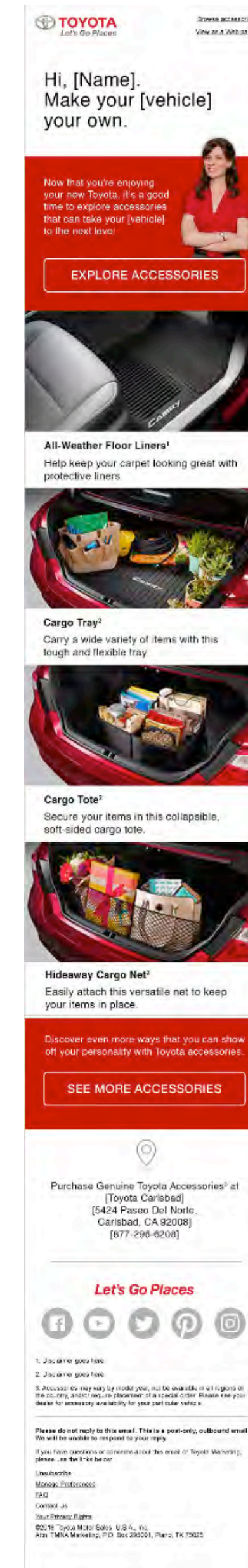
## Accessories Overview

### Email Overview

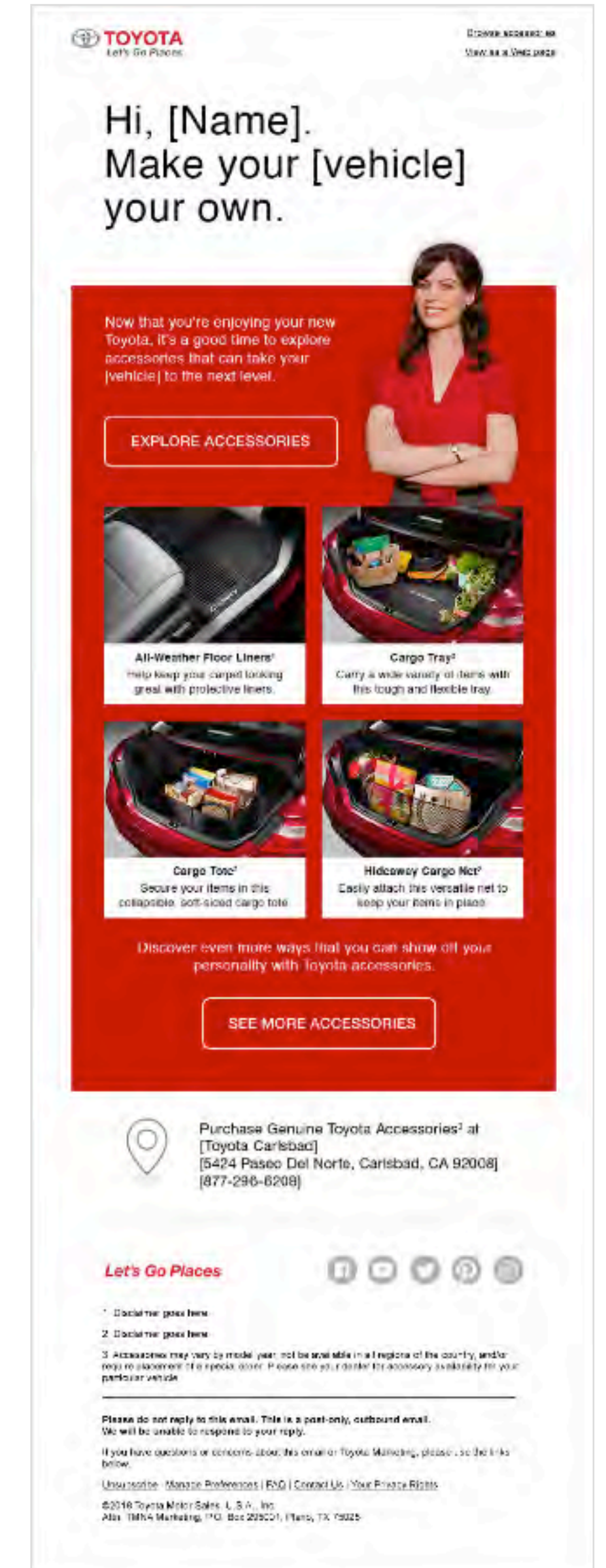
Toyota has a wide range of vehicle accessories that allow a Toyota owner to augment their purchase based upon their needs and lifestyle. This email allows the user to see that no matter how their needs may change, Toyota is there for them.

### Cadence/Sent

- Customer would receive this email 9 days after the Toyota dealership sends their Retail Delivery Report to Toyota corporate.



Mobile

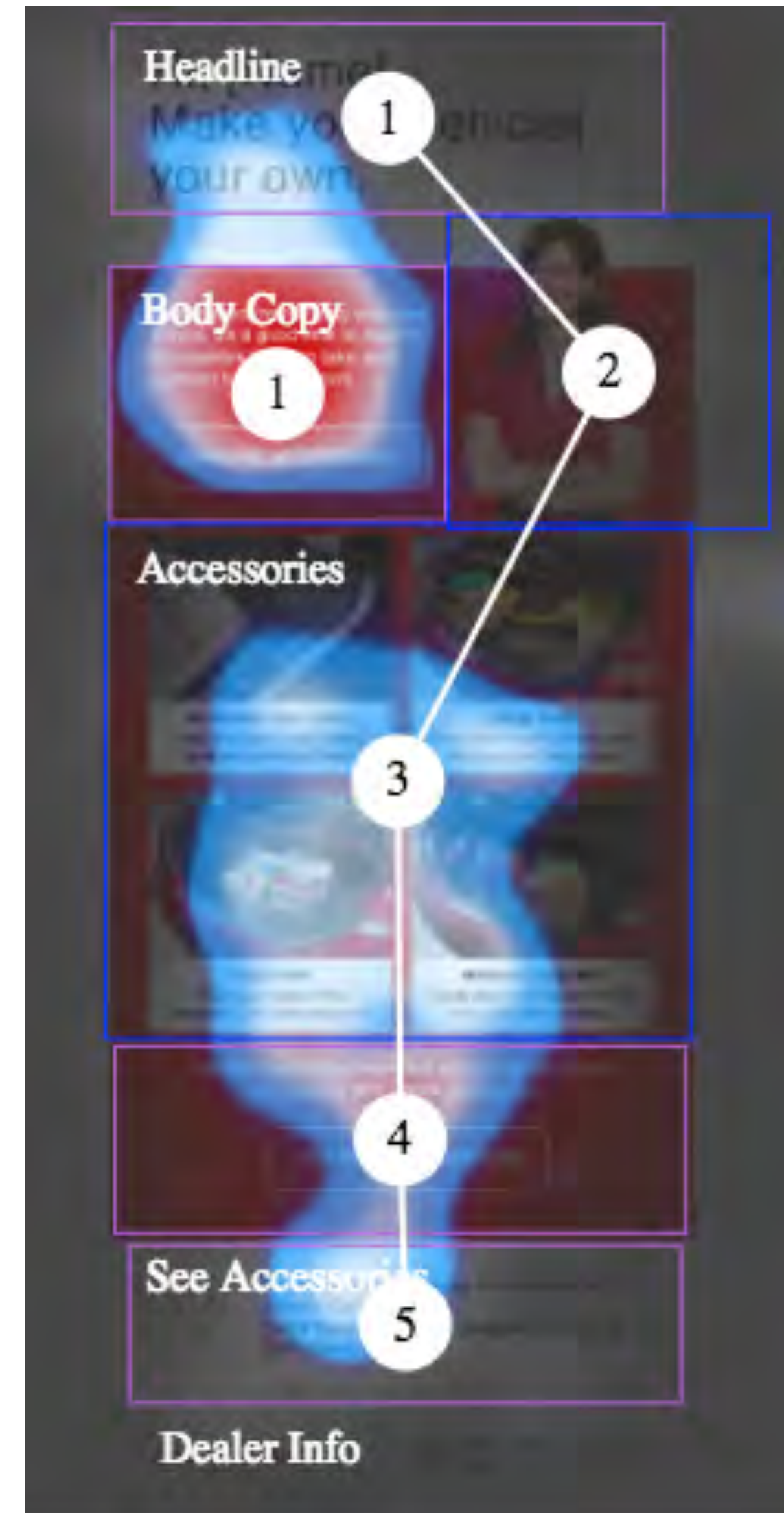


Desktop

# OW 2.7 – EM3

## Accessories Engagement Results

OW EM3 Accessories	
Read	<b>Headline</b> Earned Attention: 1.5 seconds Word Count: 8
Glanced	<b>Body Copy</b> Earned Attention: 3.1 seconds Word Count: 23
N/A	<b>Jan</b> Earned Attention: 1 seconds Word Count: 0
Glanced	<b>Accessories</b> Earned Attention: 5.9 seconds Word Count: 51
Read	<b>See Accessories</b> Earned Attention: 2.4 seconds Word Count: 14
Glanced	<b>Dealer Info</b> Earned Attention: 1.6 seconds Word Count: 15



**Body Copy**  
 Seen by: 97% of users  
 Ranked 1st out of 6 Areas of Interest

**Accessories**  
 Seen by: 97% of users  
 Ranked 3rd out of 6 Areas of Interest

**Headline**  
 Seen by: 87% of users  
 Ranked 1st out of 6 Areas of Interest

**See Accessories**  
 Seen by: 83% of users  
 Ranked 4th out of 6 Areas of Interest

**Dealer Info**  
 Seen by: 73% of users  
 Ranked 5th out of 6 Areas of Interest

**Jan**  
 Seen by: 60% of users  
 Ranked 2nd out of 6 Areas of Interest

# OW 2.7 – EM3

## Accessories Heatmap Results

- 87% users read the headline and 97% glanced at the body copy.
- Jan received the last attention out of all the AOR elements.
- 83% of users read the accessories description.
- 73% of users glanced at Dealer Info for ~1.6 seconds

Hi, [Name].  
Make your [vehicle]  
your own.

Now that you're enjoying your new Toyota, it's a good time to explore accessories that can take your [vehicle] to the next level.

[EXPLORE ACCESSORIES](#)

**All-Weather Floor Liners<sup>1</sup>**  
Help keep your carpet looking great with protective liners.

**Cargo Tray<sup>2</sup>**  
Carry a wide variety of items with this tough and flexible tray.

**Cargo Tote<sup>2</sup>**  
Secure your items in this collapsible, soft-sided cargo tote.

**Hideaway Cargo Net<sup>2</sup>**  
Easily attach this versatile net to keep your items in place.

Discover even more ways that you can show off your personality with Toyota accessories.

[SEE MORE ACCESSORIES](#)



Purchase Genuine Toyota Accessories<sup>3</sup> at  
[Toyota Carlsbad]  
[5424 Paseo Del Norte, Carlsbad, CA 92008]  
[877-296-6208]

Let's Go Places



Hi, [Name].  
Make your [vehicle]  
your own.

Now that you're enjoying your new Toyota, it's a good time to explore accessories that can take your [vehicle] to the next level.

[EXPLORE ACCESSORIES](#)

**All-Weather Floor Liners<sup>1</sup>**  
Help keep your carpet looking great with protective liners.

**Cargo Tray<sup>2</sup>**  
Carry a wide variety of items with this tough and flexible tray.

**Cargo Tote<sup>2</sup>**  
Secure your items in this collapsible, soft-sided cargo tote.

**Hideaway Cargo Net<sup>2</sup>**  
Easily attach this versatile net to keep your items in place.

Discover even more ways that you can show off your personality with Toyota accessories.

[SEE MORE ACCESSORIES](#)



Purchase Genuine Toyota Accessories<sup>3</sup> at  
[Toyota Carlsbad]  
[5424 Paseo Del Norte, Carlsbad, CA 92008]  
[877-296-6208]

Let's Go Places



# OW 2.7 – EM4

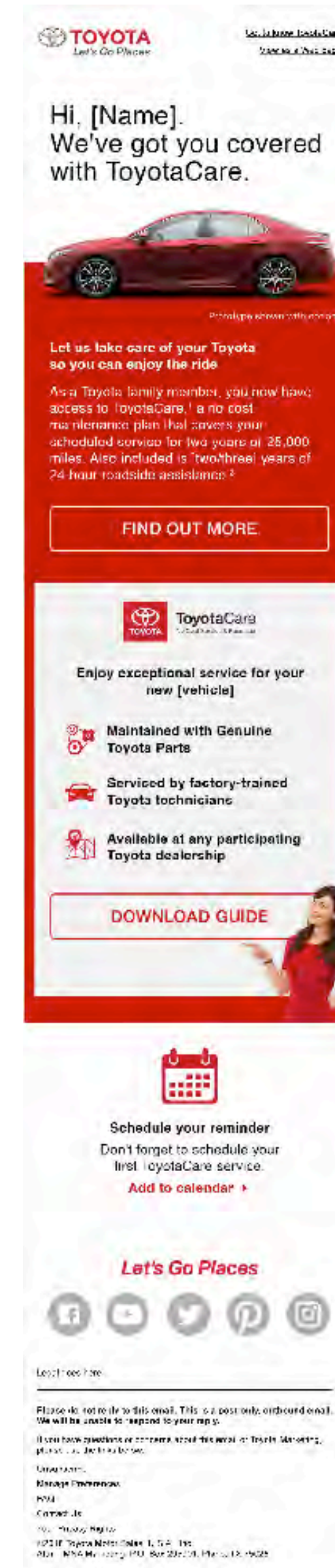
## ToyotaCare Overview

### Email Overview

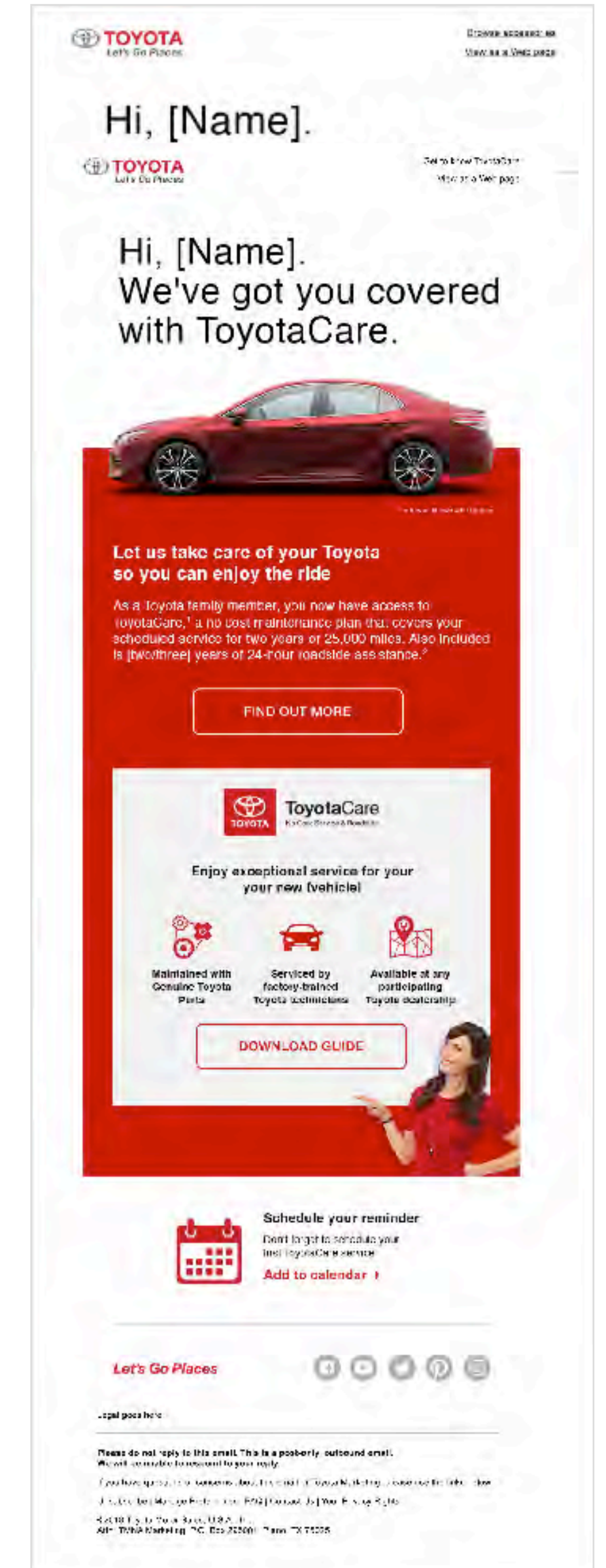
ToyotaCare is an email that functions as a reminder for vehicle service as well as a reinforcement to Toyota's long-term maintenance and care for a vehicle owner's car.

### Cadence/Sent

- Customer would receive this email 12 days after the Toyota dealership sends their Retail Delivery Report to Toyota corporate.



Mobile



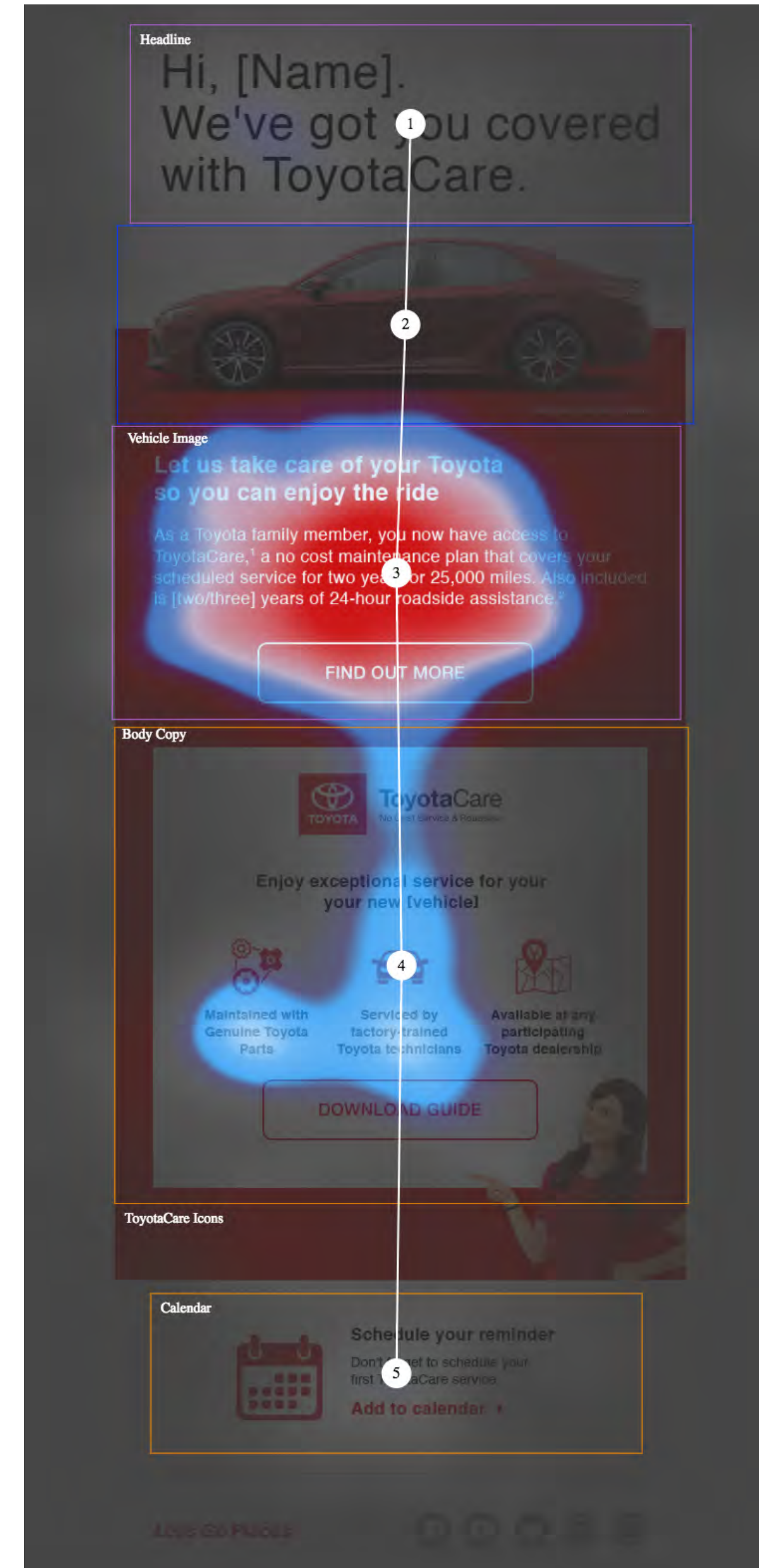
Desktop



# OW 2.7 – EM4

## ToyotaCare Engagement Results

OW EM4 ToyotaCare	
Read	<b>Headline</b> Earned Attention: 1.2 seconds Word Count: 8
N/A	<b>Vehicle Image</b> Earned Attention: 1.2 seconds Word Count: 0
Glanced	<b>Body Copy</b> Earned Attention: 6.9 seconds Word Count: 50
Read	<b>ToyotaCare Icons</b> Earned Attention: 4.1 seconds Word Count: 24
Skimmed	<b>Calendar</b> Earned Attention: 1.4 seconds Word Count: 15



**Body Copy**  
 Seen by: 97% of users  
 Ranked 3rd out of 5 Areas of Interest

**Headline**  
 Seen by: 93% of users  
 Ranked 1st out of 5 Areas of Interest

**Vehicle Image**  
 Seen by: 93% of users  
 Ranked 2nd out of 5 Areas of Interest

**ToyotaCare Icons**  
 Seen by: 93% of users  
 Ranked 4th out of 5 Areas of Interest

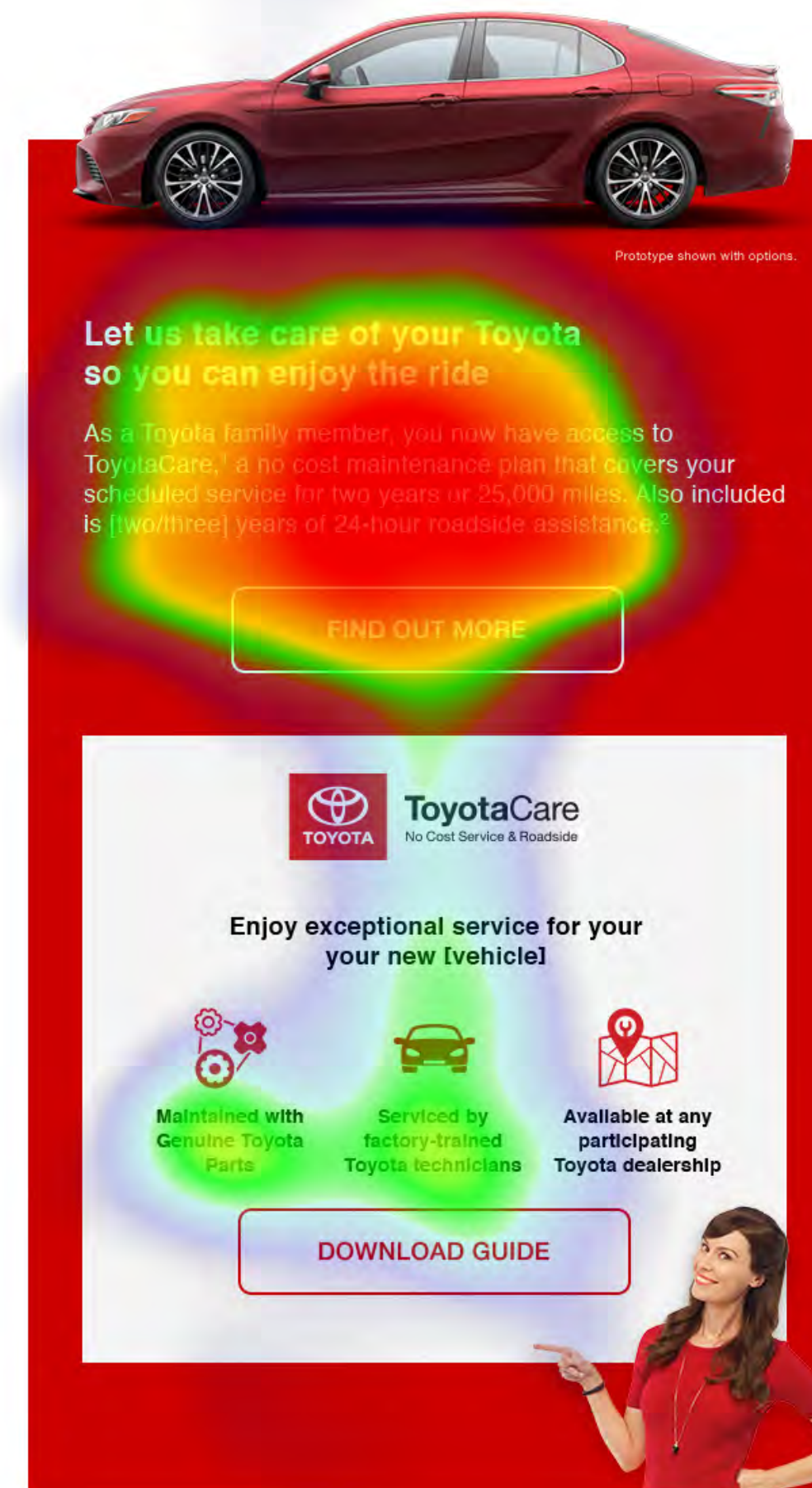
**Calendar**  
 Seen by: 40% of users  
 Ranked 5th out of 5 Areas of Interest

# OW 2.7 – EM4

## ToyotaCare Heatmap Results

- 93% users read headline and 97% glance at body copy.
- 93% of users read the Toyota care icons and label.
- 40% of users skimmed (scanning through quickly) schedule reminder copy and spent ~1.4 seconds.

Hi, [Name].  
We've got you covered  
with ToyotaCare.



Prototype shown with options.

Let us take care of your Toyota so you can enjoy the ride

As a Toyota family member, you now have access to ToyotaCare,<sup>1</sup> a no cost maintenance plan that covers your scheduled service for two years or 25,000 miles. Also included is [two/three] years of 24-hour roadside assistance.<sup>2</sup>

FIND OUT MORE

**ToyotaCare**  
No Cost Service & Roadside


Enjoy exceptional service for your new [vehicle]

- Maintained with Genuine Toyota Parts
- Serviced by factory-trained Toyota technicians
- Available at any participating Toyota dealership

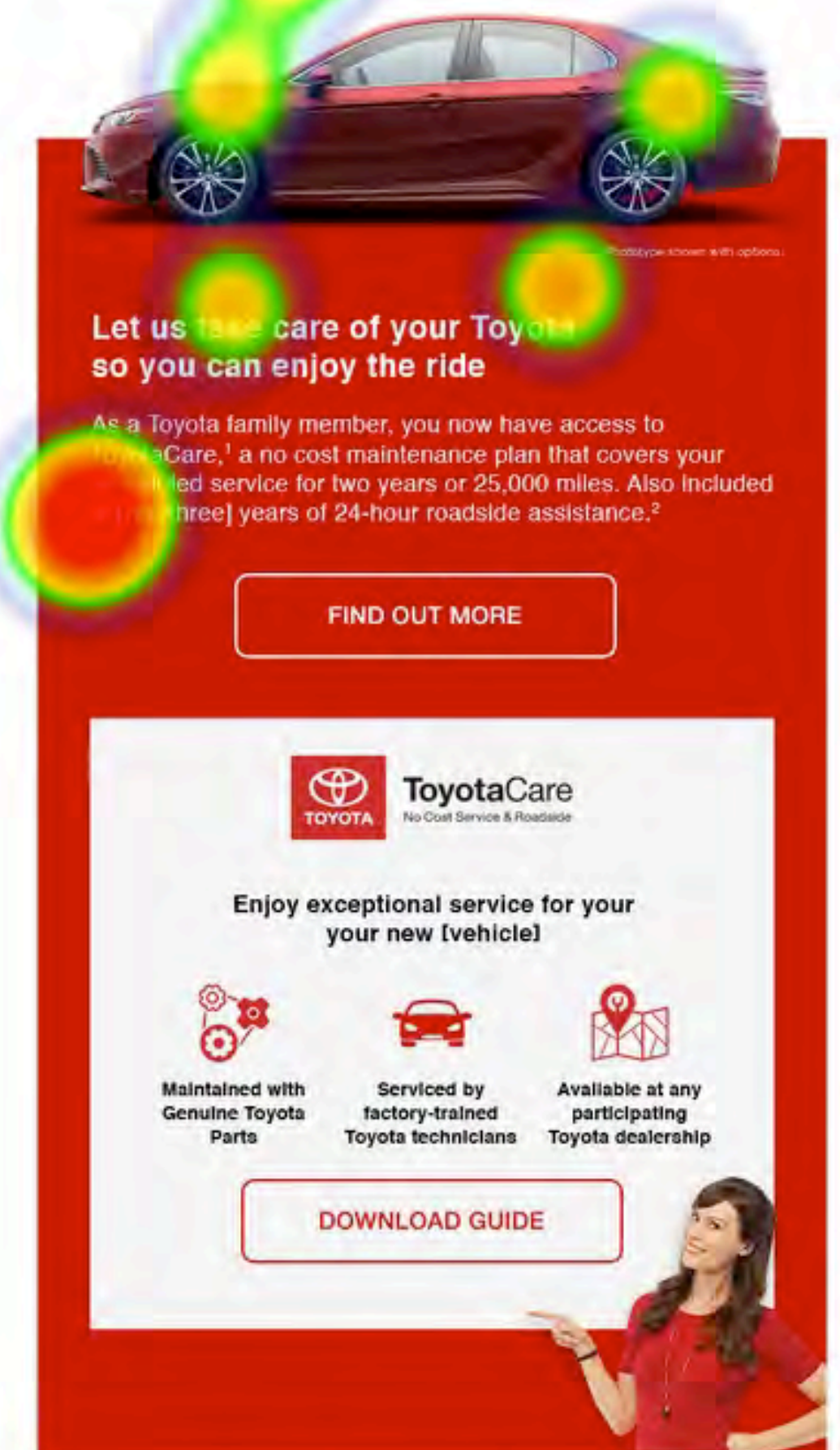
DOWNLOAD GUIDE

Schedule your reminder  
Don't forget to schedule your first ToyotaCare service.  
Add to calendar ▶

Let's Go Places



Hi, [Name].  
We've got you covered  
with ToyotaCare.



Prototype shown with options.

Let us take care of your Toyota so you can enjoy the ride

As a Toyota family member, you now have access to ToyotaCare,<sup>1</sup> a no cost maintenance plan that covers your scheduled service for two years or 25,000 miles. Also included is [two/three] years of 24-hour roadside assistance.<sup>2</sup>

FIND OUT MORE

**ToyotaCare**  
No Cost Service & Roadside


Enjoy exceptional service for your new [vehicle]

- Maintained with Genuine Toyota Parts
- Serviced by factory-trained Toyota technicians
- Available at any participating Toyota dealership

DOWNLOAD GUIDE

Schedule your reminder  
Don't forget to schedule your first ToyotaCare service.  
Add to calendar ▶

Let's Go Places



# OW 2.7 – EMAIL

## Survey Results

- 73% found Owners and Entune information within Email 1 helpful.
- 28% rated accessories as *very* important and 40% as important. 31% considered accessories are not important when they first purchase their Toyota.
- 71% of users thought TSS Safety Features information would be relevant. 13% are not sure while 16% did not think it was relevant.
- On average, Sticky users spend ~11 seconds on each creative
- Users ranked learning about Toyota Safety Sense (29%) and Toyota Care (29%) as most important. Registering on Toyota owners (22%), Accessories (13%), and Entune (7%) as less important.
- 89% of users would be happy to receive Owner Emails and thought the content was important and helpful. 2% said they did not like the content within the emails.

# OW 2.7 – EMAIL

## Key Findings & Recommendations

### KEY FINDINGS

- Users spend most time on body copy but skims through the content.
- Users read short-medium length copy when it's accompanied by visuals such as icons or images.
- Most users would like to see more helpful content from Toyota that's relevant to their vehicle.

### RECOMMENDATIONS

- Break up the content and focus on one key message or CTA at a time. Allow users to select Owner Welcome priority and cadence.
- Use more visual elements to illustrate key information or user values. For example: imagery for Entune.
- Encourage and reward users to share insights on how they plan on using their car.



**DIRECT MAIL**

# OW 2.7 DIRECT MAIL

need images of 3 DM panels

# OW 2.7 – DIRECT MAIL

Thank You

OW DM Thank You Page

**Skimmed Bodycopy**  
Earned Attention: 8.8 seconds  
Word Count: 92

**Read Signature**  
Earned Attention: 2 seconds  
Word Count: 12

THANK YOU FROM TOYOTA

Dear [Name],

[Welcome to the Toyota family.] With so much to choose from, I want to thank you personally for going with your [year] [Highlander Hybrid].

We take pride in every Toyota that rolls off the line and want you to get the most out of your ownership experience. With that in mind, I invite you to explore the important information in this booklet.

If you have any questions, issues or suggestions, don't hesitate to reach out at [email address].

Sincerely,

*Signature*

Bob Carter  
Executive VP of Sales for Toyota Motor North America

THANK YOU FROM TOYOTA

Dear [Name],

[Welcome to the Toyota family.] With so much to choose from, I want to thank you personally for going with your [year] [Highlander Hybrid].

We take pride in every Toyota that rolls off the line and want you to get the most out of your ownership experience. With that in mind, I invite you to explore the important information in this booklet.

If you have any questions, issues or suggestions, don't hesitate to reach out at [email address].

Sincerely,

*Signature*

Bob Carter  
Executive VP of Sales for Toyota Motor North America

# OW 2.7 – DIRECT MAIL


## Toyota Owners





OW DM Owner Page	
Read	<b>Body Copy</b> Earned Attention: 4 seconds Word Count: 28
Read	<b>Headline</b> Earned Attention: 1.2 seconds Word Count: 8
Read	<b>Register Your Vehicle</b> Earned Attention: 3.4 seconds Word Count: 11
N/A	<b>Jan</b> Earned Attention: 1.1 seconds Word Count: 0
Read	<b>Owner Icons</b> Earned Attention: 2.4 seconds Word Count: 14

TOYOTA OWNERS

### Get the most from your new [Highlander Hybrid]

Hi, I'm Jan!  
Allow me to recommend Toyota Owners, a no-cost service that gives you access to personalized information about your [Highlander Hybrid] and other helpful features.



 Manage your vehicles	 Schedule and track services
 Manuals and warranties	 Answer you vehicle questions

**TOYOTA owners**


Your vehicle identification number:  
[X9X9X9X9X9X9X9X9X9]





**REGISTER FOR TOYOTA OWNERS AT  
TOYOTA.COM/OW/REGISTER**

TOYOTA OWNERS

### Get the most from your new [Highlander Hybrid]

Hi, I'm Jan!  
Allow me to recommend Toyota Owners, a no-cost service that gives you access to personalized information about your [Highlander Hybrid] and other helpful features.



 Manage your vehicles	 Schedule and track services
 Manuals and warranties	 Answer you vehicle questions

**TOYOTA owners**

Your vehicle identification number:  
[X9X9X9X9X9X9X9X9X9]

**REGISTER FOR TOYOTA OWNERS AT  
TOYOTA.COM/OW/REGISTER**



# OW 2.7 – DIRECT MAIL

## Dashboard Indicators

**OW DM Dashboard**

**Read** Dashboard Icons  
Earned Attention: 10.2 seconds  
Word Count: 67

**Skimmed** Explanation Copy  
Earned Attention: 4.4 seconds  
Word Count: 61

**DASHBOARD INDICATORS**

PASSENGER AIR BAG OFF / AIR BAG ON SRS Airbag On-Off Indicator	SRS Warning Light	Tire Pressure Warning	TRAC OFF TRAC OFF Indicator	Turn Signal Indicator	VSC Off Indicator
Low Engine Oil Pressure Warning Light	Low Fuel Level Warning Light	Low Washer Fluid Warning Light	MAINT RECD Maintenance Required Reminder Light	Security Indicator	Slip Indicator
ABS ABS Warning Light	Charging System Warning Light	Cruise Control Indicator	Electric Power Steering (EPS) warning light	Headlight Indicator (U.S.A.)	High-Beam Headlight Indicator

Dashboard icons are displayed in a variety of colors, depending on the system and its status in a specific vehicle.

**YELLOW ICONS** indicate an item of importance (such as low fuel), but are not necessarily a warning.

**RED ICONS** indicate a condition that requires immediate attention.

See your vehicle's Owner's Manual for more details.

**DASHBOARD INDICATORS**

PASSENGER AIR BAG OFF / AIR BAG ON SRS Airbag On-Off Indicator	SRS Warning Light	Tire Pressure Warning	TRAC OFF TRAC OFF Indicator	Turn Signal Indicator	VSC Off Indicator
Low Engine Oil Pressure Warning Light	Low Fuel Level Warning Light	Low Washer Fluid Warning Light	MAINT RECD Maintenance Required Reminder Light	Security Indicator	Slip Indicator
ABS ABS Warning Light	Charging System Warning Light	Cruise Control Indicator	Electric Power Steering (EPS) warning light	Headlight Indicator (U.S.A.)	High-Beam Headlight Indicator

Dashboard icons are displayed in a variety of colors, depending on the system and its status in a specific vehicle.

**YELLOW ICONS** indicate an item of importance (such as low fuel), but are not necessarily a warning.

**RED ICONS** indicate a condition that requires immediate attention.

See your vehicle's Owner's Manual for more details.

# OW 2.7 – DIRECT MAIL

## Survey Results

- 89% users would be happy to receive this direct mail and found the information insightful and helpful. 3% would not want to receive this in their inbox either due to too many emails or they found the information generic. 9% said this is not relevant or applicable.
- Users ranked learning about Toyota Safety Sense (28%) and Toyota Care (28%) as most important. Registering on Toyota owners (22%), Accessories (14%), and Entune (7%) as less important.
- 55% of users described the direct mail as informational, 17% interesting, 16% relevant. 6% of users described it as overwhelming.
- 70% said the images made them feel more positive about Toyota. 1% said it made them feel more negatively while 29% said my impression of Toyota has not changed.

# OW 2.7 – DIRECT MAIL

## Survey Results

- Copy under 30 characters were read; copy around 90 characters was skimmed.
- Users will read icon labels if it's 6 words or less.
- For the users that wanted additional information, 46% of those users wanted warranty information, 45% wanted vehicle tips, 41% wanted service schedule, and 39% said they would like to see more technology content.
- 80% of users said they would keep this guide for future reference, 14% said yes, but only temporarily. 5% of users said they would not keep this guide.

# OW 2.7 – DIRECT MAIL

Physical User Test



# **OW 2.7 – DIRECT MAIL**

In Person Results (5 Interns)

## **The envelope**

The Toyota red of the envelope immediately got the user's attention. The large font size compelled them to read the envelope and open it.

## **Opening the mailer**

Users said the mailer isn't easy to navigate, especially when trying to get to the back of the mailer. Few users thought the sections would be separate cards, not a whole guide that's attached together.

## **Welcome Note**

All users said the welcome note felt personal and is inviting, it compelled them to read it and flip to the next page.

## **Entune**

Four out of five users had a difficult time finding Entune but all users were interested in the system when they found the page and would go to the url to learn more.

# **OW 2.7 – DIRECT MAIL**

## **In Person Results**

### **Jan**

Users wished there were more photos of the Highlander, not Jan. Comments stated Jan could be a stock image used for any brand and/or product. One user suggest using photo of Toyota employees instead of Jan.

### **Dealership Information**

Each user was able to find one of the dealership information section from memory.

### **Helpful Content**

Users found ToyotaCare, Safety Sense, dealership, and roadside assistance information most helpful.

# OW 2.7 – DIRECT MAIL

## Key Findings & Recommendations

### KEY FINDINGS

- Users were confused by which way to open mailer
- 2 opened slowly while 3 opened up the DM to view all the panels
- Users noted there is a lot of content to sort through and doesn't know what to do first/last
- Most users found the pocket guide helpful and would keep for future reference

### RECOMMENDATIONS

- Use cards or attachable/detachable format to allow users to keep or request useful information
- Custom pocket guides for each model
- Reducing amount of count and panels in first DM so information is relevant when users receive them
- Allow users to add notes or other info within pocket guide