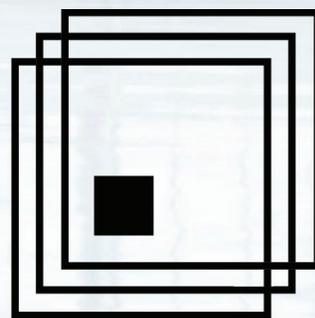


2019 ACURA ILX



PRECISION CRAFTED PERFORMANCE



ADvantage

ADVERTISING AGENCY

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PROBLEM, CHALLENGE, CONSUMER



Based on our research, Acura had the unique opportunity to reintroduce itself with a new story that would position the company as a market leader in the entry-level luxury vehicle segment, among the millennial demographic. To establish Acura with the top-of-mind consideration it deserved, we needed to realign the image to something our targets could relate to: The new and improved ILX is the car you and your friends want to ride in — this isn't your parents' old Acura brand anymore. ADvantage developed and delivered a campaign that communicated to and convinced our audiences that they were **"Acura Ready"** to take on the responsibilities and status of the improved ILX.

OUR SOLUTION AND SOCIAL MEDIA PLAN



Our campaign would convince our target audience that they deserved to upgrade their next car to the Acura ILX. Our campaign "I Am Ready", were able to reach millennials through organic and paid social media channels, events, promotional products, guerilla marketing, geo-targeting, traditional media, and social media influencer partnerships.

COMPANY OVERVIEW

The Acura Story



The first Japanese–American luxury automotive brand in the United States, Acura was created in 1986 by parent company Honda, setting a new course for the industry with its flagship Legend and Integra models. Four years into the venture, the company was already outselling competitors like Mercedes–Benz. That same year, the revolutionary NSX debuted to rave reviews as a cutting-edge



PRECISION CRAFTED PERFORMANCE

“Everyday Supercar.”

To combat slowing growth in the new millennia, Acura redesigned and introduced several new models, including the TL, MDX, RSX — which replaced the Integra — and eventually, the ILX in 2012. Throughout its three decade history, Acura has upheld its belief and vision of dreams, that *“inspire [them] to create innovative products”* that *“guide [them] and inspire [them] to move forward.”*



S TRENGTHS

- Strong awareness of the Acura-Honda relationship
- Overall high brand awareness
- Reliable cars with top safety ratings and vast customization options
- **Competitive price point for an entry-level luxury vehicle; cheaper than the previous model**
- High-end vehicles are praised for advanced technology
- Brand Identity: Much of the audience knew Acura for their "Precision Crafted Performance" style of vehicles

O PPORTUNITIES

- Few competitors to the new market of "entry-level luxury"
- Position Acura as a market leader in the niche "entry-level luxury" car segment
- Digital Media: Created a relatable story for target audiences to relate to
- Increased engagement and relevance across multiple platforms
- **Captured new buyers early and built brand loyalty to retain their business as they mature and upgrade their vehicle class**
- NSX-style features attracted drivers with a desire for a mix of sports car-luxury commutes

W EAKNESSES

- **Weak brand image – target audience associate Acura cars with their parents' outdated taste, unaffordability, and as a "pricier Civic"**
- Not perceived as a desirable top-tier luxury brand
- Low market awareness and consideration for the ILX
- Lack of general knowledge among consumers
- Educating consumers requires high investment costs
- Minimal engagement on digital/social medias:
- Weak presence of target audience connections.
- Low consumer perception of current marketing strategies
- Limited performance and technology features:
- No AWD or manual options and significant road noise at high speeds

T HREATS

- Imported Asian luxury cars lack the market prestige of European cars
- Mercedes-Benz's 2019 A-Class campaign debuted with a Super Bowl spot
- Target audience may retain cars from high school or college, since older models are valuable goods with long product lifespans
- Rising fuel costs suppress demand for new cars
- Increased consumer demand for low-cost and low-emission vehicles + other means of transportation
- **Strong presence of competitor brands on digital + social media platforms**

COMPETITOR ANALYSIS



BMW 3 SERIES

Strength: Four-cylinder turbo 8 speed transmission

Weakness: Impacts are more pronounced and has a tense ride

Opportunities: Potential handling improvements from a more driver focused suspension

Threats: Lane keeping assist is too pushy

Starting Price: \$41,245
Gasoline EPA 26/36 MPG
255 Horsepower



AUDI A3

Strength: All Wheel Drive

Weakness: Low Horsepower, safety features are optional

Opportunities: 7 Speed transmission

Threats: Interior Quality

Starting price: \$33,300
Gasoline EPA 26/35 MPG
184 Horsepower



MERCEDES BENZ CLA 250

Strength: All Wheel Drive

Weakness: The front crash prevention is not standard

Opportunities: Price is very high, Interior feels dated and not premium

Threats: There is a safety recall at the moment; locked doors do not open in crash

Starting Price: \$33,100
Gasoline EPA 24/37 mpg
208 Horsepower

CONSUMER PROFILE



THE SOFTWARE ENGINEER

Hi! I'm Alexander. I'm 24 years old, born and raised in Los Angeles. I'm independent and ambitious. Constantly working to reach my goals and proud of everything I have accomplished.

I am Ready to take the next step.

THE GRAPHIC DESIGNER

Hello. My name is Kimberly. I'm 22 years old. Currently living in San Francisco while working at a new agency. I'm great with multi-tasking and reaching my goals.

I am Ready to excel in my career.



TARGET AUDIENCE:

Our target audience provided us feedback that shows that they are not seriously considering Acura as a future car purchase nor do they know the features and benefits the Acura ILX provides.

STRATEGY:

The Acura ILX is safe and reliable just like Honda cars have proven to be. What differentiates Acura from its competitors is that it is a luxury vehicle with an affordable price tag. We will expanded upon the features, benefits, and reasons why Acura should be at the top of mind when vehicle shopping and highlight to millennials that Acura is the sister company of well-known and trusted car company, Honda. Our target audience no longer has to wait for luxury that is out of their reach – we brought it to them with the Acura ILX, because they are ready for what they deserve.

CONSUMER RESEARCH



Luxury Car Brand?

57% of our survey participants stated they considered Acura a luxury car brand.



Acura IS part of Honda!

92% of our survey participants stated they were aware that Acura is part of Honda.



My comfort comes first, baby!

23% of the results from a list of 8 options, stated that comfort was most important in a car.



Ugh, I'm on empty...

87% of the participants stated that gas mileage was very important to them in a car.



I only want the best...

19% voted from a list of 8 options, that a car with high technology is top of their priority.

Our campaign began with a series of surveys, interviews, and a focus group to more than **466 participants**, who helped us gain greater insight about our target audience and better understanding of the Acura brand.

DEMOGRAPHICS:



- Upcoming + Recent College Graduates
 - Fullerton/OC/LA Students
 - Male or Female
 - Ages 22-37
- Average Income of \$75,000+

PSYCHOGRAPHIC INFORMATION:



- Goal-oriented individuals
 - Multi-taskers
 - Valued independence
 - Sought instant gratification
- Ambitious in everything they do
- Proud to celebrate their achievements

FOCUS GROUP



We conducted a focus group consisting of 5 individuals with ages ranging from 19–23 and who were all students at Cal State Fullerton. The questions we asked reflected the results we wanted, as we asked questions such as:

What do you consider a luxury car brand?

What are your thoughts on the brand Acura?

Who do you picture driving an Acura?

What are your first impressions when seeing this car?

The results that we found were that their initial thought when thinking of Acura is that they **didn't know very much about the brand** and/or **associated it with their parents** and what they would drive. They gave us insight as to what type of vehicle advertisements they are tired of seeing, which was the **perfect looking man or woman who always appears to be professionally dressed, and generally attractive**. Our participants wanted to see real people, **like their peers and friends**, in a car to be able to connect to it. Another key insight was when we showed them the interior and exterior shots of the Acura ILX 2019, their first impression was that **it had a lot going on, almost too much going on**. They stated it looked very busy with the dash and that they **were not so impressed**.

This showed us a lot of what our target audience is looking for and what the general thoughts were about Acura.

SURVEY RESEARCH

Over a span of twelve days we conducted a survey via Survey Monkey in order to gather information on our target consumer. Of our 466 participants we found the following:

- 》 Consumers are primarily driven by price and safety specs when considering purchasing a new car.
- 》 When participants were asked to rank various automobile brands from most likely to purchase to least likely, Acura fell in the middle of the pack, with Honda and Toyota leading.
- 》 However, our participants were overwhelmingly aware of the relationship between Acura and Honda, 92%.

This information led us to believe that although there was a rather lukewarm perception of Acura, there was indeed a market for the ILX because of consumers need for a low-cost luxury vehicle.

INTEGRATED MEDIA PLAN

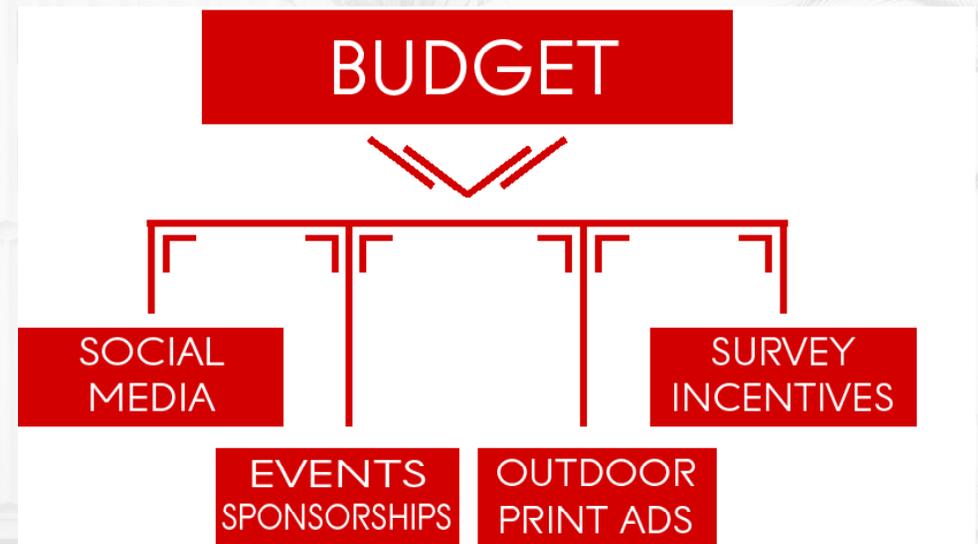
RATIONALE

Our target audience heavily used social and mobile platforms to collect information when it comes to higher valued investments. Our media strategy aimed to bring awareness to our target audience by highlighting the ILX's car features. After monitoring trends on social media, ADvantage Agency established the "I Am Ready", budget plan which supported the funding for social media and print advertising to increase audience engagement and awareness.

OBJECTIVES AND STRATEGY

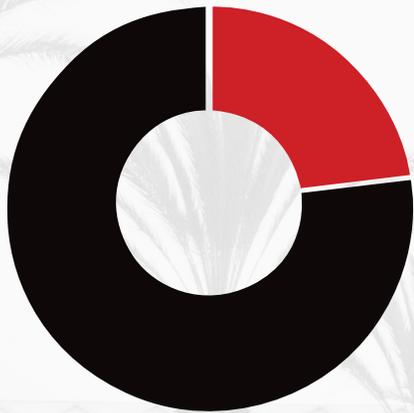
The main objective of the media plan is to use the most effective media platforms to reach and engage with our target audience. Through these media platforms our goal was to increase consumer knowledge of the Acura ILX and increase market share for first-time luxury car buyers. Our team accomplished these objectives by using social media to build awareness among our target audience, hosted promotional events to actively engage with our audience, promoted these events using outdoor and social media, and lastly used social media influencers associated with CSUF to connect with our audience.

TOTAL BUDGET ALLOCATED



MEDIA BUDGET

FULL CAMPAIGN BUDGET: \$2,000
BUDGET USED: \$1,866.41



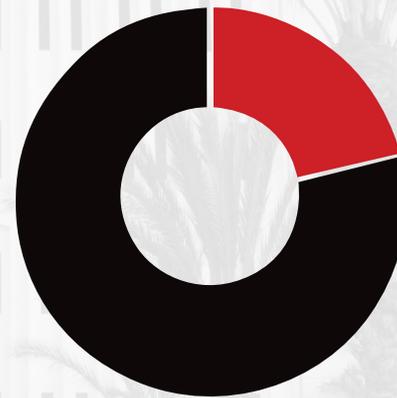
INCENTIVES: 29.57%

INCENTIVES INCLUDES:
Focus Group Giftcards
Participation Giftcards
Giveaway Prizes



EVENT GEAR: 28.25%

EVENT GEAR INCLUDES:
Agency Shirts
Titan Walk Table Rent
Tabling Material
Tabling Decor and Signage



ADVERTISING: 26.75%

ADVERTISING INCLUDES:
Instagram Ads
Daily Titan Newsstand
Billboard Ad



FLYERS: 8.75%

FLYERS INCLUDES:
Printing of 1000 flyers for tabling events

OUR CAMPAIGN

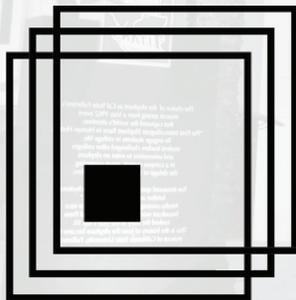
Our campaign message was that consumers deserve to take the next step and upgrade their vehicle to reflect their growing status in society and the workforce. Our slogan was,

"I Am Ready."

The message appealed to the target audience because it recognized that our consumer is ready to make an upgrade in their life and they can do so by upgrading to the Acura ILX. Our corresponding campaign

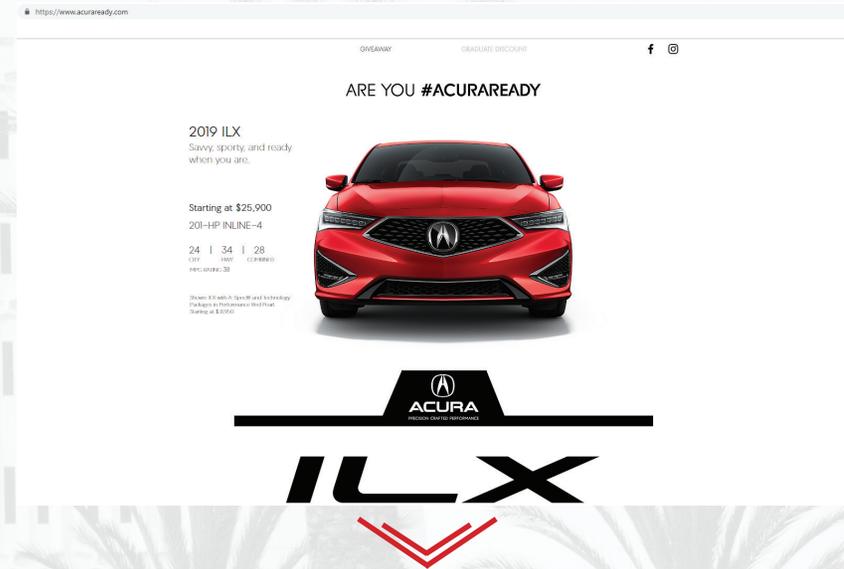
hashtag was:

#AcuraReady



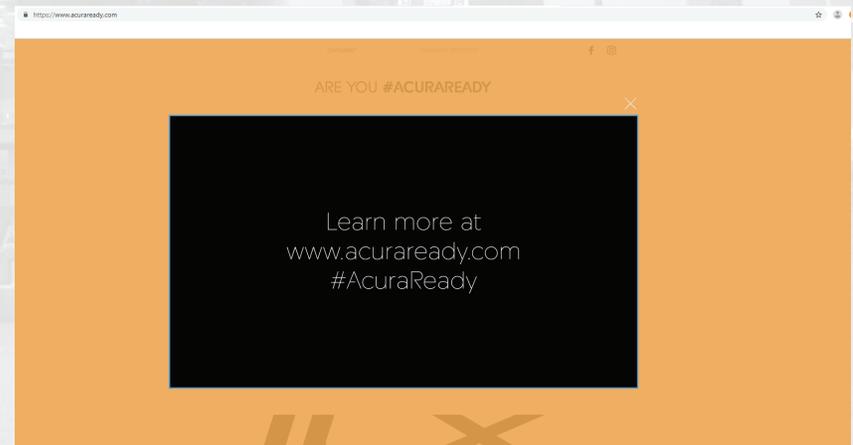
ADvantage

ADVERTISING AGENCY



AcuraReady.com HOMEPAGE:

To launch our **#AcuraReady** campaign, we started AcuraReady.com at the beginning of our campaign to be a hub of all information about our campaign, giveaways and event features.



CREATIVE RATIONALE

RATIONALE

Our target audience was college graduates in the age range of 25 to 37 years old. Their characteristics included being active on social media, being aware of the latest trends, and most importantly they are likely to have or will soon have a starting salary in where they can afford a luxury vehicle like the Acura ILX. By focusing our efforts on social media, guerilla marketing on campus, and print advertising we reached our target demographic to establish the Acura ILX as the best affordable luxury vehicle in the market.

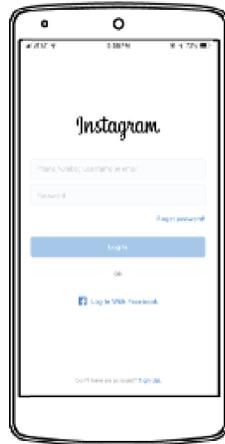
@ACURAREADY
#AcuraReady



SOCIAL MEDIA PLAN

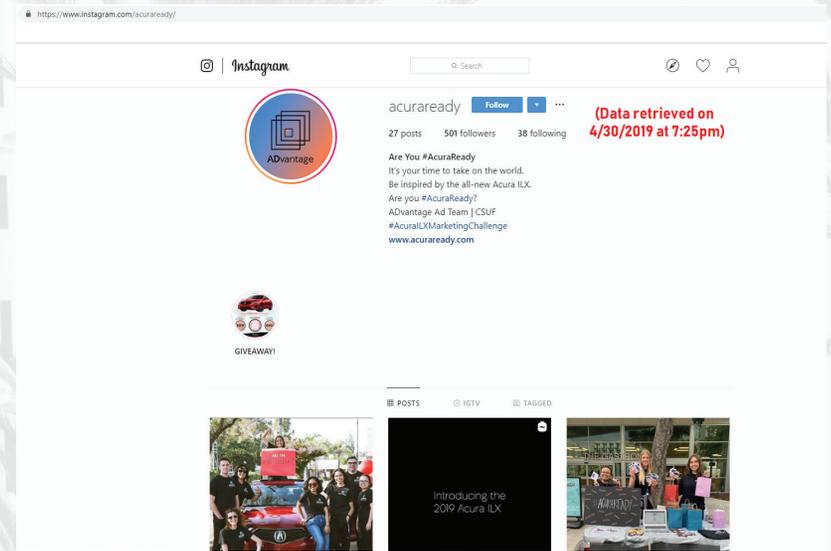
SOCIAL MEDIA

Instagram | Facebook



- \$1000 to spend on social media, Instagram and Facebook
- Run ads locally using CPM
- Budget for social influencers if needed
- Facebook to boost event posts targeted at our target audience and in the local area
- Facebook CPC is around \$27

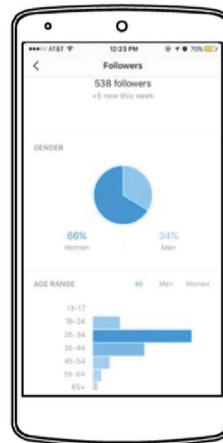
INSTAGRAM PAGE:



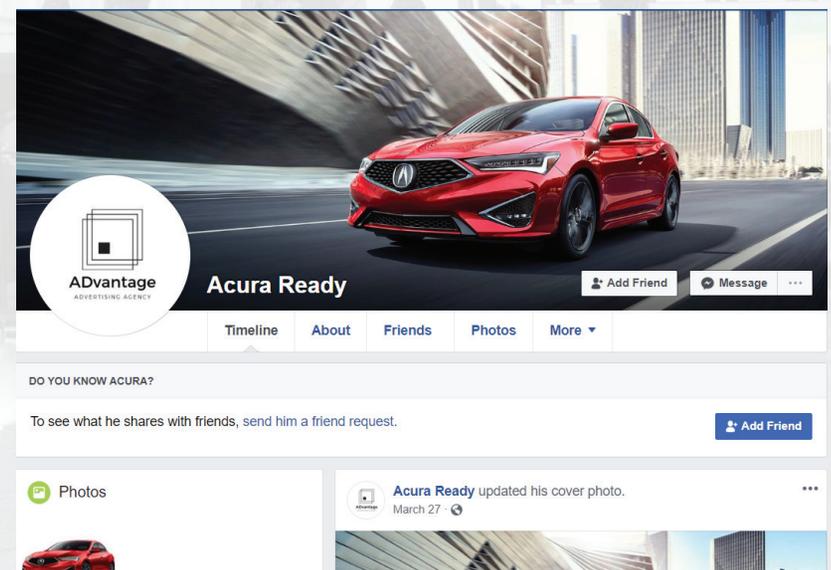
SOCIAL MEDIA PLAN



- WEEKLY POST (at least)
- PROMOTE EVENTS
- PRODUCT MEDIA
- BUILD BRAND AWARENESS/EQUITY
- PARTNER WITH LOCAL INFLUENCERS
- THE DAILY TITAN
 - 3 Posts for \$200



FACEBOOK PAGE:



SOCIAL MEDIA METRICS

SOCIAL MEDIA PLAN

Instagram | AcuraReady.com



- \$1000 to spend on social media and our website
- Run ads locally using CPM
- Weekly Posts
- Promote Events
- Product Media
- Build Brand Awareness
- Giveaway Posts
- Website with Vehicle Info

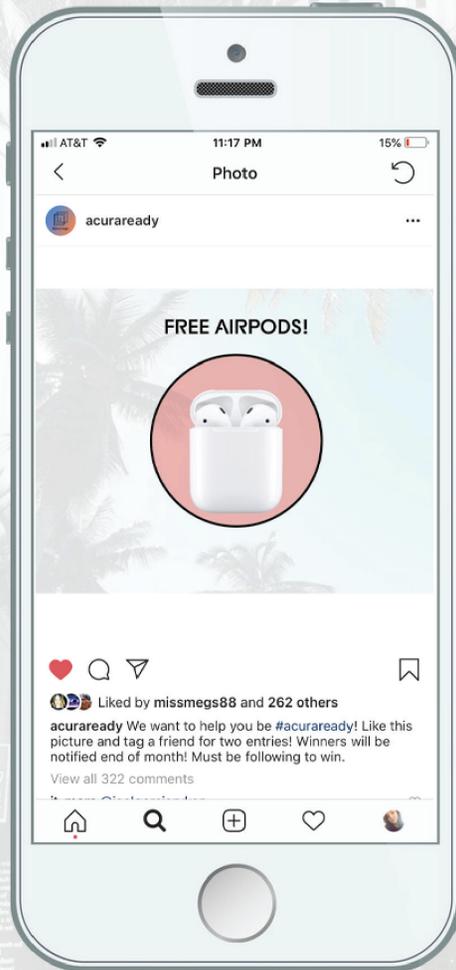
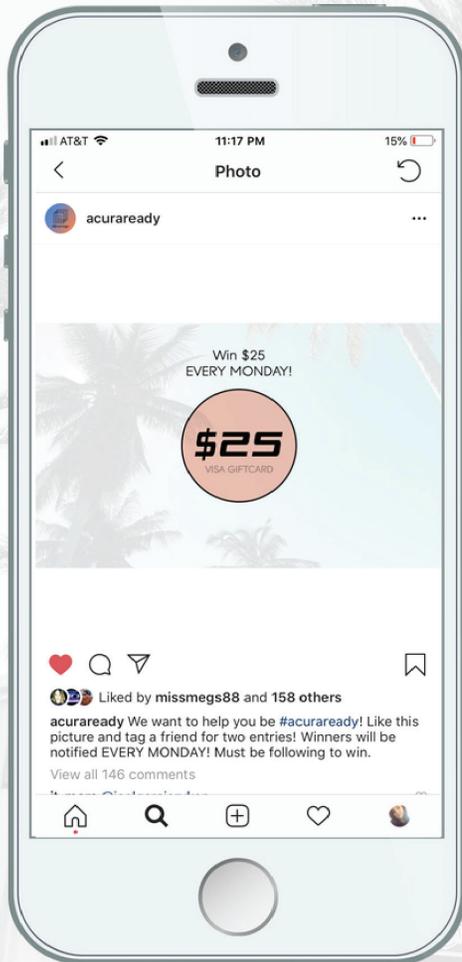
SOCIAL MEDIA EXECUTION



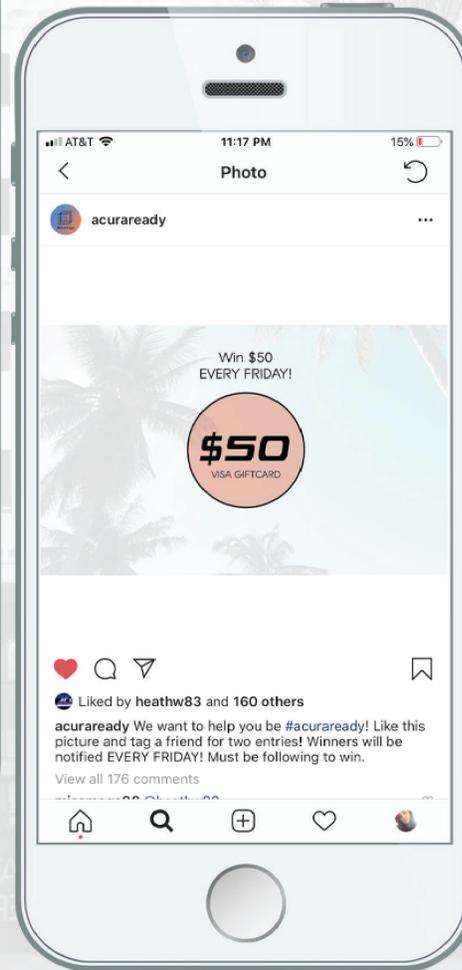
- Reach Total: 57,930
- Impression Total: 101,339
- Follower Total: 500+
- Like Total: 1,500+
- Comment Total: 1,283
 - 64.2 Average per post
- Partnered With Local Influencers
- The Daily Titan - 2k FOLLOWERS
 - 3 Posts for \$200
- Instagram Ad Spend Results:
 - Reach: 45,521
 - Impressions: 57,031
- Total Website Visits: 325+



SOCIAL MEDIA GIVEAWAY

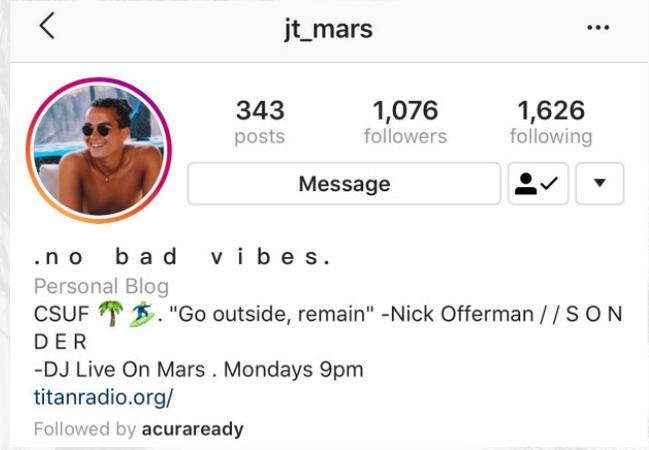


SOCIAL MEDIA GIVEAWAY

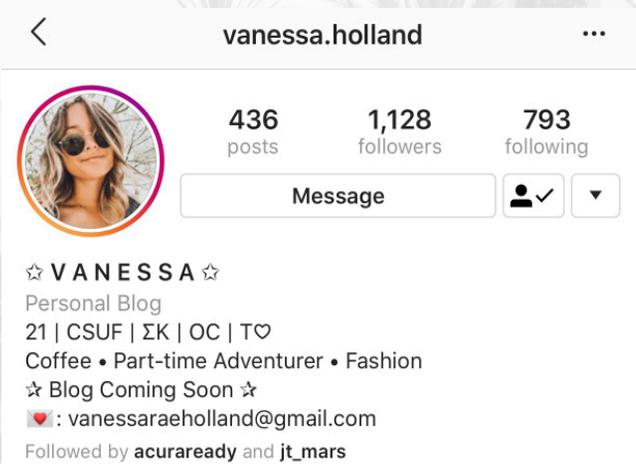


Social Media posts that advertised our giveaways were the most successful for gaining traction during the initial rollout of our Instagram page. Prior to the introduction posts, we were averaging about 40 likes per photo and after the giveaways were implemented the average was about 115 per photo. Subsequent photo captions included a call to action to spark engagement. Viewers were encouraged to use the hashtag **#AcuraReady** to let us know what they were ready for and how Acura could help them which also earned them a chance to participate in our AirPod giveaway.

INFLUENCERS



@JT_Mars encompasses the idea of being **#Acuraready**. A soon-to-be graduate of Cal State Fullerton, JT's following both online, on his show on Cal State Fullerton's Titan Radio, and his active involvement with his fraternity, Phi Sigma Kappa, allowed him to expand our reach beyond what we were able to generate naturally while encompassing the message of readiness for the next step.



@Vanessa.holland is a junior at Cal State Fullerton and an active member of Sigma Kappa, currently working her way through her marketing degree while maintaining an active lifestyle both on and off campus. As someone who is greatly informed on vehicles, she hopes to be a platform for inspiration for trendsetters. She encompasses being **#AcuraReady** by preparing for graduation and getting into the professional field.

WHY OUR EVENTS MATTERED

Titan Walk Event
April 14, 2019

Grand Prix, Long Beach
April 12, 2019–
April 14, 2019

Tailgate Event
April 27, 2019

Campus Housing Event
April 29, 2019



We chose these events because they lined up nicely with our target audience, college students who are starting to consider their first luxury car. These on-campus events allowed us to show off the car and hear directly from our consumers as well as provide them with valuable information.

During these events, we also offered free giveaways, food, drinks, flyers, and especially free professional LinkedIn photos for students, which helped us engage with the audience and raise their awareness about Acura brand better. Moreover, the events were successful because they took place in high traffic areas allowing us to reach between **100–300 people at each event.**

Cal State Fullerton is famous for their baseball team, so utilizing a home game was essential in our event schedule. During the CSUF v. UCI game, we organized a tailgate that featured the 2019 Acura ILX and gave spectators the chance to interact with the car. During this event we had the opportunity to interact with nearly 300 people.

On-Campus events such as Titan walk and campus housing were also vital to reach the target audience we set out for. At these events we handed out flyers and conducted a Starbucks gift card giveaway to further interaction amongst our audience.

WHY OUR EVENTS MATTERED

At events, we gave out free food, drinks, flyers, and talked about our giveaway and our campaign. This was our opportunity to reach our decided target audience and to engage with our school.

◀ Tailgate Event
April 27, 2019



By hosting such events, we were able to engage with our target audience and gain valid insights as to how they perceive the Acura brand. These results coincided with the information we obtained from our surveys.



Tailgate Event
April 27, 2019

Facebook
Dr. William B. Longenecker III, 2019
Dr. C. Christopher Michael, 2019
Dr. John W. McCarty, 2019
Dr. David R. Peterson, 2019
Dr. Robert A. Reardon, 2019
Dr. Robert C. Schaefer, 2019
Dr. Robert D. Smith, 2019
Dr. Robert L. Stebbins, 2019
Dr. Robert W. VanSandt, 2019
Dr. Robert W. VanSandt, 2019

CALIFORNIA STATE
FULLER

ON CAMPUS EVENTS

TITAN WALK EVENT

In this event, we rented a table along Titan Walk on California State University, Fullerton's campus during the weekday to promote our campaign and social media. We printed flyers about the Acura ILX 2019 and the giveaway we are hosting. We wanted to get fellow students **#AcuraReady** to rock finals with a pair of free Airpods, or Visa Giftcards.



TITAN WALK EVENT



We also wanted to branch out to on campus students with something the other tables along Titan walk were not offering.

We decided to bring out cameras and take free LinkedIn photos for students passing by. This was a way to reach out to fellow students and get them **#AcuraReady** to start their professional profiles.



ON CAMPUS EVENTS

CSUF VS UCI TAILGATE EVENT



Some of the members of the ADvantage team at the CSUF vs. UCI Baseball game hosted an Acura tailgate event. We used this event to advertise our giveaway, talk about the Acura ILX 2019 and its features and benefits to owning this car. We passed out flyers, had free food, gave information on the car, our giveaway and our campaign. Since CSUF has one of the top college baseball teams in California, we figured we wanted to utilize our resources and pull off an event for our fellow classmates and their friends. We wanted to get people who were at the event to be **#AcuraReady** to enjoy a baseball game.



EVENT MATERIALS

ARE YOU #ACURAREADY FOR FREE AIRPODS AND GIFT CARDS?



FOLLOW ACURAREADY ON INSTAGRAM FOR DETAILS ON HOW YOU CAN WIN!

Win \$25 EVERY MONDAY! **\$25** VISA GIFTCARD

FREE AIRPODS!

Win \$50 EVERY FRIDAY! **\$50** VISA GIFTCARD

FOLLOW ACURAREADY ON INSTAGRAM TO WIN!



GIVEAWAY FLYER

Used to promote the #AcuraReady giveaway on our Instagram page @AcuraReady

ADVANTAGE AGENCY PRESENTS



ACURA ILX CSUF TAILGATE

2019

APRIL 27, 2019 3PM - 6PM

FREE FOOD MUSIC GAMES PRIZES

COME SEE THE ALL NEW 2019 ILX

#AcuraReady

CAL STATE FULLERTON CAMPUS LOT G (NEAR YORBA LINDA AND STATE COLLEGE)
800 N STATE COLLEGE BLVD, FULLERTON, CA 92831

TAILGATE FLYER

Used to promote our tailgate event at the CSUF vs. UCI Baseball game help ad the CSUF Campus. This flyer was posted onto our Instagram stories.

GET ACURA READY WITH US

WE'RE HAVING A TAILGATE!

FREE FOOD. GAMES. PRIZES.

SATURDAY, APRIL 27, 2019 | 3:00 PM TO 6:00 PM

Come see the ACURA ILX in person before the baseball game in LOT G and you can become #AcuraReady!



TAILGATE FLYER

Used to promote our tailgate event at the CSUF vs. UCI Baseball game help ad the CSUF Campus. This flyer was posted onto our Instagram timeline.

GUERRILLA MARKETING



We printed **2000 flyers** to promote our social media and placed 1000 on parked cars during the **Welcome to Cal State Fullerton Day** event to help drive the Acura brand to both new students and their families, many of whom would be likely to be a part of the greater target demographic.

The rest of our flyers were distributed at other events, which helped us better present the Acura brand, the 2019 ILX, and our campaign giveaways. Additionally, through these flyers, the audience had a physical connection through distribution, allowing information to be retained longer and direct eyes and traffic to our social media page and website landing page. This, in turn, gathered more traffic virtually and physically to the Acura brand.

EXECUTED ADS

**ENTER TO WIN
AIRPODS**



#acuraready

FINAL EVENT POSTER

The ADvantage team hosted their last event in front of student housing on the CSUF campus. This was the poster we advertised around campus to showcase our event and our Airpod giveaway. We wanted to host an event on-campus for our last event to tie up the campaign and celebrate a successful launch. Are you **#AcuraReady** to graduate?



IG POST

@Kirzlyngabriola inside the Acura ILX. She is **#AcuraReady** for summer! This post was in efforts to promote our hashtag and our Airpod Giveaway.

EXECUTED ADS



ACURA NSX

The introduction of the Acura NSX to our campaign began with a photoshoot of the NSX that would eventually be posted to our social media. Although the campaign had been surrounded by the ILX, the NSX was used to showcase the precision performance Acura is known for. Acura's other cars.

@JT_MARS

Posing with the
Acura ILX



OUTDOOR + PRINT ADVERTISING

Take on the world together.

You are
#AcuraReady



The all new 2019 Acura ILX
Starting at \$25,900

ACURA
PRECISION CRAFTED PERFORMANCE

DAILY TITAN NEWSSTAND AD

In efforts to bring the campaign outside the classroom and outside our social media, we introduced the billboard ad that was posted around campus and on the **Daily Titan Newsstands**. The Daily Titan is California State University, Fullerton's award winning newspaper.



EVENT PRINT AD FOR GIVEAWAY

We brought the campaign out with us and handed out these flyers in efforts to advertise our social media, the campaign, our giveaway and to push the Acura name out there amongst college students. We handed out over 1000 flyers throughout the events we held.

WINNING IS EASY

AND YOU CAN EARN UP TO THREE ENTRIES!



- FIRST, FOLLOW ACURAREADY ON INSTAGRAM
- SECOND, LIKE THE PRIZE(S) YOU WANT TO WIN
- THIRD, LEAVE A COMMENT AND TAG A FRIEND

FOR YOUR CHANCE TO WIN!

Win \$25
EVERY MONDAY!



FREE AIRPODS!



Win \$50
EVERY FRIDAY!



Visit www.AcuraReady.com for an additional raffle entry!

ACURA
PRECISION CRAFTED PERFORMANCE

FOLLOW
ACURAREADY
ON INSTAGRAM
TO WIN!

ADVantage
ADVERTISING AGENCY

COLLEGE GRADUATE PROGRAM

COLLEGE GRADUATE PROGRAM

In efforts to advertising Acura's College Graduate Program, we introduced the digital ad for the Financial Services program. we introduced this ad on our website, [AcuraReady.com](https://www.acura.com/ready) With the inclusion of this ad, we are able to branch out of our social media content with the giveaways and events, and advertise to our target audience of the college student who is about to graduate that Acura offers a financial support of \$500. We posted this flyer on our website and had it available to showcase the program.



CALIFORNIA STATE UNIVERSITY
FULLERTON

POST CAMPAIGN RESEARCH

Key insights from initial consumer engagement showed that the ILX made a positive impression on our target demographic. By hosting events outside we were able to directly engage with over **600 people** and direct traffic to our campaign website and social media page.

Survey results show that **Honda still remains on top** in desirability from our target demographic. Acura still holds strong in our audience's mind, and highlighting the safety and comfort the ILX provides benefitted the perception of the ILX as an economical entry into the luxury class market segment. Our response data aligned with our campaign's image of the ILX as the perfect car for those who want a reliable and fun-to-drive vehicle, with the safety and tech features to match their busy lifestyles.

The most effective strategy for promoting the features and benefits of the ILX was to direct traffic to our **Instagram profile** through our flyers and promotions. In taking an approach similar to the Helpful Honda People, our message that luxury is easily attainable with the new ILX heavily resonated with our audience. Through our campaign we increased consumer awareness of Acura from 65% to 80%



- **56%** of respondents say **Price** is the most important factor in purchase decisions.
 - **Second most important** feature are **Safety** aspects; followed by **Aesthetics**, and **Brand** (29% voted Least Important).
 - With 501 total votes, **Honda ranked #1** and **Acura ranked #3** out of 7 competing brands
 - **58%** of respondents agree with Acura creating **luxury class vehicles**
 - Majority of respondents recognize Acura from word of mouth and traditional media
- Purchase Motivators for Luxury class cars:**
- Majority of respondents (23%) say **Interior Comfort** is top priority.
 - Followed by **Tech features** (19%)
 - Other responses focus on **personal finance** and **design**
 - Key Insight: **"I see a lot of streamers get a lot of nice cars and it inspires me to be a better streamer so I can get one someday."**

CONCLUSION

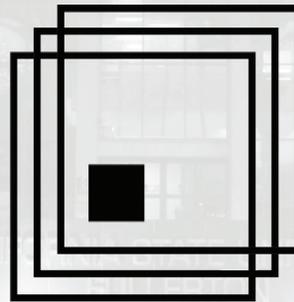
Are you **#AcuraReady**?

The ADvantage team's Acura campaign was very effective because our approach to the campaign was very relatable, current and fun. The main message we delivered is that you don't have to wait to enjoy the luxury that Acura ILX offers. We used various social media platforms to engage with the millennial audience, and utilized traditional and outdoor venues. Our chosen events provided great exposure for those that are unaware of Acura as well as current customers.

Most importantly engaged our audience through social media influencers. The hashtag **#AcuraReady** will drive the message that when you graduate from college you are ready for the next step.

Thank you for your time and consideration.

Be **#AcuraReady**



ADvantage
ADVERTISING AGENCY

@AcuraReady

Special Thank You:

JT

@JT_Mars

+

Vanessa

@Vanessa.holland

For all of their support, help and social media postings about #AcuraReady and our campaign

DCH Tustin

For lending us the Acura ILX 2019 to use for our campaign, events and photoshoots.

Direct Edge Media

For letting us use your printers and for allowing us to have over 2,000 flyers for our events. We truly appreciate it.

Professor Kesler

For always believing in us and pushing us to the final results. Thank you for your guidance, advice and your songs of the day. We wouldn't have gone as far as we did without starting every session with a song that hardly anyone knew, and without your constant support.

