BURRELL FUELS TOYOTA RAV-4 CAMPAIGN WITH NETBASE SOCIAL ANALYTICS

Speaking directly to consumer questions saves you money and increases engagement

At a Glance
Since 1971, Burrell Communications has built their name on effectively reaching niche, multi-cultural markets—starting with the African-American audience, and expanding their expertise to youth, young adults, moms, and the general market. When their client Toyota wanted to address the lack of knowledge surrounding Hybrid technology, Burrell used NetBase to understand consumer concerns, identify the right influencers to speak about them, and optimize the campaign in real-time. The result was a campaign that was 1,000% more engaging than their norm, and 96% less expensive.

Challenge: Reaching consumers is impossible without a roadmap of the obstacles
Burrell Communications is a full service marketing and communications agency known for its leadership, solid strategic approaches, creative astuteness, and forward thinking. Their roots as a leader in multicultural marketing have helped them flourish with other audiences as well—from the youth market to moms and general audiences. They use NetBase social analytics to follow media entities like BET, combining social chatter with traditional research to offer multi-dimensional insights to their clients.

For their client Toyota, they were tasked with creating an all-inclusive campaign for the RAV-4 Hybrid. Specifically, Toyota wanted to understand and address consumer myths and misconceptions about hybrid technology, as these are often barriers to purchase. They needed a campaign that could debunk myths and educate consumers confused about hybrid technology.

Solution: The right voice, with the right message, drives your campaign home
Burrell used NetBase to analyze topics of interest and sentiment for the RAV-4 Hybrid audience, and identified comedian Keegan-Michael Key as an ideal influencer for the type of fun, educational campaign they wanted. In character as Professor RaValle Forman, a retired Drivers Ed Instructor and RAV4 enthusiast, Key became the face of the campaign—which used a series of 6 online videos, as well as three Instagram-specific videos, print ads, memes, social posts, TV and radio spots to bring consumers up to speed on hybrid technology.

They also used NetBase throughout the campaign to optimize their efforts—tracking video sentiment and consumer response, to ensure their audience found the videos funny and entertaining, and were sharing them on social channels.

RESULTS:
• Identified new influencer for Toyota RAV-4 Hybrid audience
• 1,000% engagement increase
• 96% cost per engagement decrease

"Our clients count on us to steer them in the right direction to maximize their social campaigns. NetBase allows us to do that with pinpoint accuracy, which also impacts the overall efficiency of our efforts. And being able to optimize campaigns in progress means no campaign is ever wasted—if anything isn’t working, we simply adjust in real-time until it is.”

—Terrace Chappell, Social Content Manager

CUSTOMER:
Burrell Communications

SOLUTION:
NetBase social analytics platform
Results: Precise targeting with social analytics lets you leave past campaigns in the dust

The final post-campaign social listening report proved Toyota’s target audience not only loved the campaign, but that it had also performed more efficiently than past campaigns.

Previous engagement rate benchmarks were typically around 1.36%, but the RAV-4 Hybrid campaign was 25%—a 1,000% increase! Meanwhile, the previous benchmark cost per engagement of 50 cents decreased roughly 96% to about 2 cents per engagement. Another great success for Burrell and their client.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfaced sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
- Leader in Social Analytics—according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

NETBASE CLIENTS INCLUDE:

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Ogilvy
- Taco Bell

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