

Brand Activation: Community, Innovation, & CGI - Presented by Inmar

Leveraging the Power of Influencers During a Time of Unprecedented Change

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Professional Driver. Closed Course.

American Honda Social Media Marketing Landscape



Forbes

Social Consciousness: Honda's Always-On Philosophy Shines In N600 Story

*“But as part of an “always-on” strategy that has helped make Honda arguably the **most prolific, creative and perhaps effective automotive brand in social media...**”*

Acura ILX Custom Vehicle Builder with GIPHY Stickers



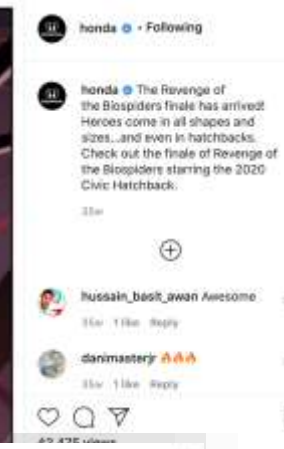
GIF STICKER VIEWS

7M

IMPRESSIONS

Across Instagram paid media,
exceeding our view rate goal by 33%.

Civic Hatch Revenge of the Biospiders



Passport 300 Feet of Inspiration



PASSPORT

Leveraging the Power of Influencers



Honda Relationship with Social Media Influencers



The New Normal?



Case Studies

Honda Relationship with Social Media Influencers

1

Expanding awareness of a vehicle launch to a new, targeted audience

2

Supporting Honda's experiential and marketing sponsorships

3

Driving qualified actions on Honda.com

4

Creating engaging and innovative content



Case Studies

Kitchen Derby

Honda utilized Honda Hot Wheels cars and everyday kitchen items to create a fun, car-themed activity and shared it on Honda's social channels. The #CreateAtHome hashtag was trending and Honda leveraged it to enable others to get creative and share obstacle courses with their audiences.



Honda Instagram results:

- **Over 500K** impressions
- **Over 20K** likes
- **140K** video views

Honda Facebook:

- **62K** video views

@ErinOutdoors



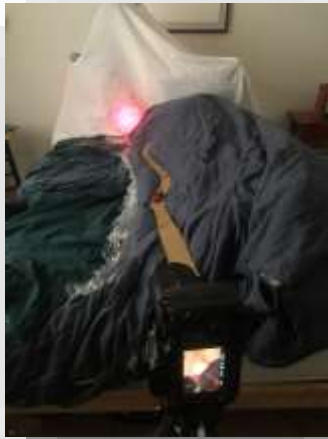
173K Followers

Erin Sullivan is a photographer and writer passionate about the outdoors, travel, culture, people and wildlife.

Erin's following is up 14% led by her create at home content

Results:

- **Among highest reached and engaged with posts of 2020!**
- **Over 500** comments
- **155K** impressions



@tommylundberg



53.2K Followers

Tommy Lundberg is a photographer and illustrator with a focus on people and places, based in Los Angeles.



Tommy's Results:

- **Most commented post ever!**
- Post had **2nd highest** reach ever
- Among **top 5** most engaged with and liked posts
- **16.9K** engagements
- Nearly **50K** impressions

CR-V

HYBRID



- **Honda's first hybrid-electric crossover utility vehicle (CUV) in America**
- **The Honda CR-V has been the retail best-selling CUV for more than 20 years**

CR-V Hybrid Multicultural Influencer Campaign

A red Honda CR-V Hybrid SUV is shown from a front-three-quarter view, parked on a dirt road. The car is the central focus, with its headlights and front grille clearly visible. The background consists of a dense forest with tall trees and green foliage, creating a natural and serene setting. The overall image has a slightly faded or semi-transparent appearance, allowing the text to be overlaid clearly.

“Compartiendo El Sabor” (Sharing the Flavor)

Honda partners with “Life Enricher” influencers including chefs, food bloggers, urban farmers and other culinary influencers to demonstrate how they use the CR-V Hybrid to safely enrich not only their lives but also support their communities and neighbors.

They will share different ways they use the CR-V like loading equipment and food, delivering food safely, and even building a vegetable garden in their backyard.

CR-V Hybrid Multicultural Influencer Campaign



@ellenmariebennett

Ellen is a Mexican-American chef, restaurant apparel designer and manufacturer. This year, she pivoted her production of aprons to face masks to help support the global pandemic.



@djwes

Wes is an LA native and innovator of food truck Guerrilla Tacos. His creative ways and new take on tacos allowed him to expand from a food truck to a hot-spot brick-and-mortar in the arts district in LA.



@chefraygarcia

Chef Ray Has perfected modern Mexican food using traditional Mexican flavors in fine dining ways and is currently a chef in LA. He takes something already great and gives it a special twist that is unforgettable.

CPO Influencer Campaign

I Need a Car Now, For Later

Influencers were asked to bring to life all the reasons a **Certified Pre-Owned Honda** was the perfect vehicle for them and how they utilized Shop Simple by Honda to purchase their vehicle.



@bhaz | 4,448 Followers

Bradley Hasemeyer is a host, writer, adventure enthusiast and Honda's spokesperson and host.



@rkrager | 378K Followers



@life.by.sylvie | 143K Followers



@vivianfabiola | 252K Followers



@stuartbrazell | 155K Followers

Driving Qualified Actions

Honda collaborated with influencers to leverage their authentic voices and showcase how Honda vehicles fit their lifestyles, aiming to create connections with the audience and to drive action on Honda website.



Rachel Quenzer
@rachelquenzer



Chris Salomone
@foureyesfurniture



Dave Krugman
@dave.krugman

Driving Qualified Actions



@rachelquenzer
Honda Pilot



@foureyesfurniture
Honda Ridgeline



@dave.krugman
Honda HR-V

Influencer content outperforms Honda content when driving qualified actions to Honda.com

Results:

- Pilot Influencer campaign by Rachel Quenzer outperformed benchmarks by **268%**
- HR-V Influencer campaign by Dave Krugman surpassed goals by **202%**
- Ridgeline Influencer content topped Honda content by **88%**

Key Lessons

- **Leveraging** influencers for fresh content during production challenges
- During this time, use influencers who are able to pivot and **speak authentically**
- Opportunity to **support** and **spotlight** communities
- **Rethink** using influencers beyond awareness efforts

HONDA

The Power of Dreams