

When Toyota Advertises on Twitter and Snapchat, Users Listen

Brand lift studies prove it

INTERVIEW | **AUGUST 2018**

Tricia Carr



An interview with:

Nancy Inouye

National Media Manager
Toyota Motor North America

While the Facebook empire might grab the majority of marketers' social advertising dollars, some allocate budgets specifically for Twitter and Snapchat. eMarketer's Tricia Carr spoke with Nancy Inouye, national media manager at Toyota Motor North America, about the benefits of advertising on Twitter and Snapchat, what it achieves through its paid efforts and the lingering creative challenges the brand has to overcome.

Inouye was interviewed as part of eMarketer's October report, ["Snapchat and Twitter 2018: Many Challenges, but a Few Things Advertisers Still Like."](#)

eMarketer:

Marketers often fixate on Facebook and Instagram, but why are Snapchat and Twitter each still worth their attention?

Nancy Inouye:

Both Snapchat and Twitter offer unique strengths in the social space for consumer messaging.

Twitter not only broadens awareness and improves opinions of our model marketing, but the channel also amplifies live or culturally relevant events for Toyota, like CES or Daytona 500. We've seen that our marketing efforts on Twitter can influence how users talk about our brand and cars, as well as positively influence consumer sentiment towards Toyota.

Similarly, Snapchat also supports awareness and improves opinions. It's similar to Instagram Stories in terms of features and paid ad products, but Snapchat seems to be pushing the envelope for innovation and augmented reality firsts—their Lens product is a perfect example. There's also a higher propensity for a younger, exclusive audience.

eMarketer:

Do you feel that each platform's users engage with paid advertising?

Nancy Inouye:

We always measure the effectiveness of our paid social advertising efforts on the platforms with brand lift or brand resonance research. These brand studies tell us that Toyota is influencing consumers on awareness, opinion and consideration directly from our paid efforts. This is a strong indicator that users are tuned in and receptive to our messaging, which is our ultimate goal.

Specifically on Twitter, we've seen that our marketing efforts can change overall sentiment for Toyota during campaigns compared with the "before" period.

"The key for both platforms is leveraging a variety of paid ad products and audience targeting capabilities to reach and engage the right consumers."

eMarketer:

Is brand lift always your primary goal when you advertise on Snapchat and on Twitter?

Nancy Inouye:

Both Snapchat and Twitter help increase awareness, opinion and consideration for our model campaigns. These channels have also increased brand association with some of our key partnerships like Toyota's support of music festivals and artists as well as motorsports like NASCAR.

eMarketer:

Which ad formats have you used on Twitter to meet your goals?

Nancy Inouye:

The key for both platforms is leveraging a variety of paid ad products and audience targeting capabilities to reach and engage the right consumers. Creative content is also a key consideration as what resonates with each platform's audience differs.

On Twitter, for example, premium paid ad products like Promoted Trend and First View are often used for Toyota campaigns focused on an event where we want to make a big splash. Otherwise, in-stream video ads, promoted video or website cards have been effective for driving objectives from top to mid funnel.

For example, we ran a paid campaign on Twitter supporting our 2018 CES keynote livestream with Akio Toyoda. We started with a tune-in strategy to remind users when our press announcement would go live. Then we leveraged the platform's live capabilities to showcase our announcement the day of, following up with supporting media afterwards. We saw phenomenal results—brand lifts, millions of views on the livestream, and the highlight was Toyota and Akio Toyoda were pushed to trending topics on Twitter from all the surrounding conversation.

“It has become more important to conceptualize creative ideas and develop assets specifically for Twitter or Snapchat, or any other social partner, because we learned that re-using creative straight from broadcast or digital was not driving optimal performance. ”

eMarketer:

What about Snapchat?

Nancy Inouye:

For Snapchat, we've run the gamut of Snap Ads and Filters that have been effective at driving objectives from top to mid funnel. We're constantly open to testing new products from the platform, like Promoted Story, Custom Lenses and non-skippable commercials, in order to learn what works best for Toyota and incorporate those learnings into future campaigns.

eMarketer:

Now that you've tested and learned with the paid opportunities on Twitter and Snapchat, what's the next challenge you have to solve?

Nancy Inouye:

A key challenge is that having the right creative matters greatly within the social space, and that creative success can be unique for every platform.

It has become more important to conceptualize creative ideas and develop assets specifically for Twitter or Snapchat, or any other social partner, because we learned that re-using creative straight from broadcast or digital was not driving optimal performance. With the evolving social landscape, we expect to push our Toyota creative to appear as native as possible with changing social user behaviors.

Interview conducted on August 30, 2018