



**CONFIDENTIAL MEMORANDUM**

**TO:** National Highway Traffic Safety Administration, U.S. Department of Transportation

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Administrator

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Senior Trial Attorney

**FROM:** TK Holdings Inc.

**DATE:** July 17, 2015

**RE:** Takata "Get the Word Out" Consumer Outreach Campaign

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Following the signing of the Consent Order with NHTSA on May 18, 2015, TK Holdings Inc. ("Takata") consulted with its automaker customers and developed a plan to help maximize completion rates for all recalls involving Takata frontal airbag inflators. This memorandum outlines the proposed plan. A separate presentation provides additional detail on the proposal, including advertising and website mockups.

Separately, as discussed with NHTSA, Takata is coordinating with the Insurance Institute for Highway Safety on a potential direct mailing to affected vehicle owners. This additional initiative is described below.

<b>Overview of Proposed Ad Plan</b>
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The attached presentation details a proposed phased, scalable digital advertising campaign that would enable Takata to move forward rapidly on advancing public safety and support NHTSA's goal of increasing recall response rates. The campaign will feature various forms of targeted advertisements that would direct consumers to a centralized recall website, where they can click through directly to automaker recall pages or NHTSA's safecar.gov page to get general information about the recalls, enter their VIN number to see if they are affected and, if so, find out how to get their airbags replaced. The campaign will proceed in three phases, with an initial focus on priority regions of high absolute humidity. The company will augment paid advertising with press coverage, social media, and other initiatives to further increase consumer awareness of the recall.

The campaign is designed to address potential consumer recall "fatigue" by reaching vehicle owners through new, digital mediums and will underscore the importance and urgency of the recalls, particularly in high humidity regions. As detailed below, we have had discussions with all of the affected OEMs and are unaware of any OEM currently conducting a similar digital media campaign. (Honda conducted a targeted digital effort earlier this year with favorable results, but our understanding is that the company currently is focused on direct outreach to vehicle owners).

Importantly, Takata's digital advertising campaign will deliver measurable results, enabling Takata to make real-time adjustments based on performance. The campaign will begin with a 30-day test phase, during which Takata will measure the performance of various ad designs and copy, and determine which sites are producing the highest engagement and "click-through" rates. Takata will refine the campaign and make adjustments as needed on an ongoing basis. Takata will provide monthly reports to NHTSA and OEMs that summarize key data, findings, and adjustments to strategy.

## How the Campaign Works

Takata would launch an advertising campaign across multiple digital channels simultaneously in order to generate maximum exposure among impacted drivers in targeted regions. The campaign will use popular digital platforms, including Google (display ads will appear for certain key search words and unrelated searches), regional online publications, Twitter, and Facebook. Advertisements will be delivered to mobile devices as well. Select advertisements will be in English and Spanish based on the publication.

With approval, we would like to include NHTSA's logo on the advertisements. Consumers may be hesitant to click on a banner ad if the sponsor is not clear or recognizable. We believe the addition of the NHTSA logo would lend credibility and increase consumer comfort.

Banner ads will direct people to a centralized recall-website ([www.airbagrecall.com](http://www.airbagrecall.com)), which will be built specifically for this effort and hosted by Takata. The website will provide direct links to OEM-specific recall websites and a link to NHTSA's [safercar.gov](http://safercar.gov) website. The website also will contain an FAQ on the recalls and important driver information.

Copies of the banners, including advertisements with and without the NHTSA logo, and website are included in the attached presentation.

## Three Phases of Campaign

The campaign will proceed in three phases that are based generally on geographic regions outlined in the DIRs.

- **Phase 1** of the plan will target the highest priority geographic regions (11 states/territories): Florida, Puerto Rico, U.S. Virgin Islands, Hawaii, the Outlying U.S. Territories, Texas, Louisiana, Georgia, South Carolina, Alabama, and Mississippi.
- **Phase 2** of the plan will expand the advertisements to additional states in the U.S.: California, Oklahoma, North Carolina, Virginia, Arkansas, Kentucky, Tennessee, Illinois, Delaware, Maryland, Missouri, Ohio, Indiana, New Jersey, West Virginia, Washington D.C., Kansas, Pennsylvania, Washington, Massachusetts, Connecticut, Michigan, New York, Rhode Island, Oregon, Iowa, and Nebraska.
- **Phase 3** of the plan will include broader advertising on a national level.

The phased advertising approach is consistent with the prioritization of the replacement of inflators in accordance with testing results to-date. This approach also will help ensure the availability of replacement kits in areas where advertisements are running.

As you know, the DIR for SPI passenger airbag inflators contemplates a phased remedy based on age, not geographic region. However, given the importance of ensuring availability of replacement kits, potential consumer confusion that could be caused by running a national campaign focused on one type of inflator, and testing that continues to show the primary role of exposure to persistent conditions of high absolute humidity to the inflator ruptures, we think the phased geographic approach for the advertising campaign is appropriate.

## Measurable Results

The campaign will be regularly monitored, and will be optimized, enhanced, and modified on an ongoing basis to ensure that Takata is reaching the target audience. The company will track visitors to its centralized website, and ad diagnostics will help capture as many drivers as possible by shifting budgets to top performing sites. Measurable metrics include:

- Number of impressions by platform and location (banner ads, Google, Facebook, etc.);
- Number of people who have clicked on advertisements, including various versions, on multiple platforms;
- Most effective advertisement at generating clicks;

- Websites driving the most traffic to airbagrecall.com;
- Number of people who clicked NHTSA logo directing users to enter their VIN; and
- Which car logo is generating the most “click-throughs.”

#### Coordination with OEMs

The campaign is designed to augment and support efforts by OEMs to increase recall completion rates. Takata has met with OEM representatives to discuss ideas to increase recall completion rates and Takata’s “Get the Word Out” digital advertising proposal. Based on our discussions, we do not believe any of the affected OEMs currently are engaged in digital advertising in the U.S. related to vehicle recalls on the airbag matter. We strongly believe that this campaign would complement their own efforts to maximize recall rates, which are primarily focused on direct outreach to vehicle owners. The proposal incorporates OEM feedback on ad copy and on the central recall website.

According to the OEMs, their most effective form of outreach has been direct mailings. Other direct outreach initiatives mentioned by OEMs include “robo” calling, predictive dialing, as well as email and text alerts when contact information is available. As announced earlier this year, Honda also has used radio, print, and digital advertising to raise awareness of the recall, with good success. We understand that they have not launched the next phase of digital advertising, and we will coordinate closely with Honda to ensure we are complementing – not duplicating – their efforts.

OEMs also indicated that they have experienced a spike in recall completion rates during periods of heightened media attention on the recall. Takata will issue a press release announcing the launch of the campaign, and reach out to local media to drive press coverage. In addition, Takata is discussing with automakers the possibility of a coordinated mailing that directly references the advertisements, which we believe will lend both credibility and increased attention to the campaign.

Based on discussions, most OEMs are supportive of the proposed digital advertising plan, although some have expressed concern about the availability of replacement parts to meet the increased demand generated from the campaign. We would work in close coordination with the OEMs to ensure the availability of replacement kits in regions where digital advertising is being targeted at any given time.

[

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#### Timing

With NHTSA’s approval, the campaign can be launched within approximately three weeks, pending final approval of ad copy and design, and coordination with OEMs on final details. We also would need to ensure supply of replacement kits in areas where ads will run in advance of launching the campaign.

#### Auto Insurance Mailing

As discussed with NHTSA, Takata has reached out to the Insurance Institute for Highway Safety (“IIHS”) to propose a direct mailing to affected auto insurance customers. We understand that IIHS auto insurance members cover approximately 85% of the U.S. market.

Under the proposal, IIHS would assist in coordinating a mailing by insurers that would encourage affected policyholders to respond to the recalls. With NHTSA’s approval and possible involvement, IIHS or its members would need access to the relevant 17-digit VINs for vehicles covered by each applicable stage of the remedy program.

Takata will seek to work with State DMVs in Zone 1 States to see if a similar direct mailing from DMVs is possible.

\* \* \*

We look forward to discussing these initiatives at your convenience.

# TK Holdings Inc.

## “Get the Word Out” Campaign

July 17, 2015



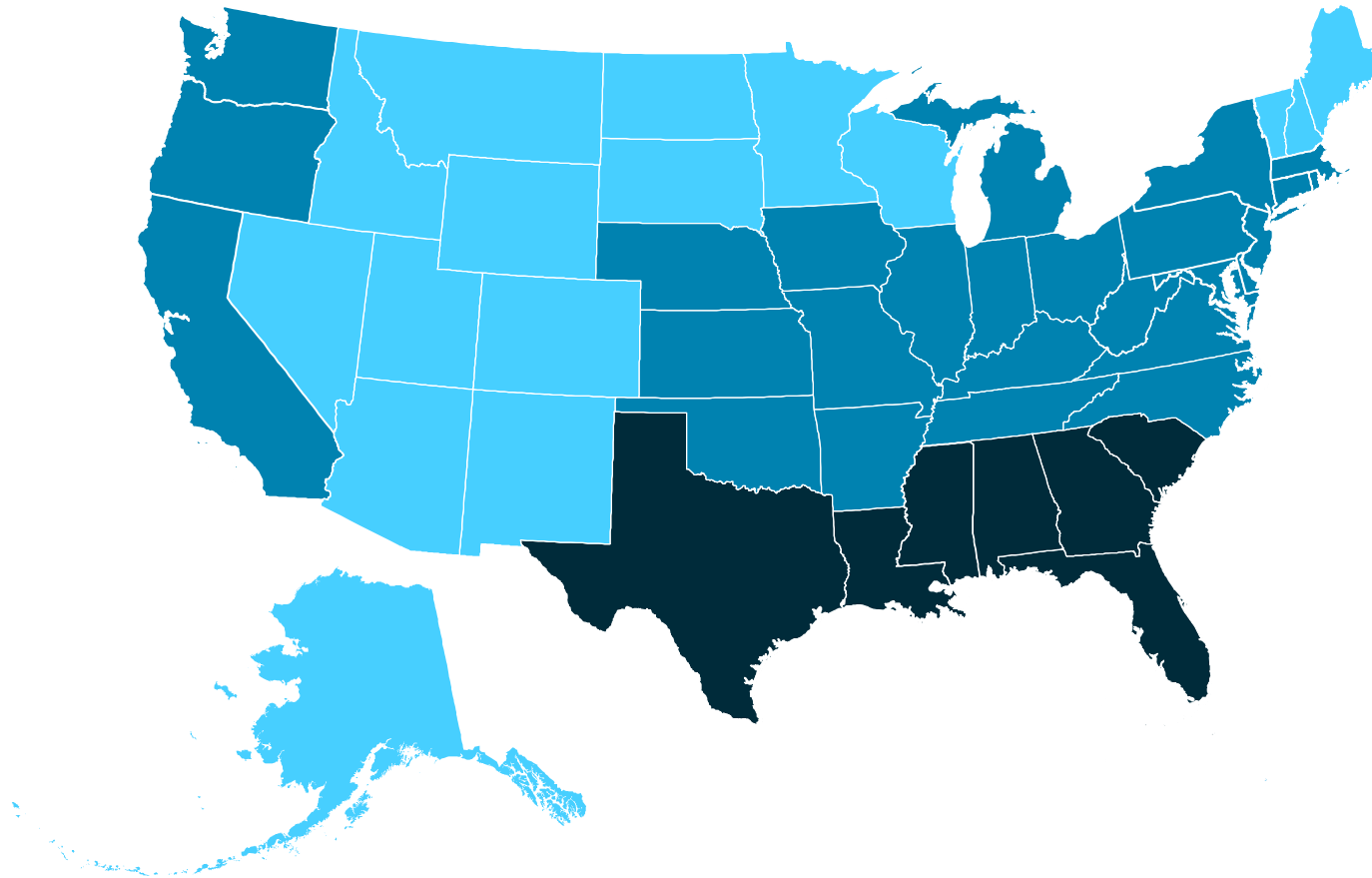
# Overview

- This presentation details a phased, scalable and measurable digital advertising campaign by TK Holdings Inc. (“Takata”) designed to maximize airbag recall completion rates.
- Takata has had multiple discussions with OEM representatives on ideas to increase airbag recall completion rates and this campaign is designed to augment and support their efforts.
- Campaign will:
  1. Further raise awareness of the recalls and keep the issue “top of mind” among drivers as media coverage decreases;
  2. Enable vehicle owners to quickly determine if they are affected and, if so, how they can get their airbag inflators replaced; and
  3. Help raise completion rates through a comprehensive outreach plan that addresses **all** affected vehicle manufacturers.
- Advertisements will drive consumers to a central website where they can click through to individual OEM recall pages or NHTSA’s safecar.gov VIN number lookup page.
  - » Results from the initial 30-day test phase will be used to inform and perfect the campaign.
  - » Different banner, search engine and mobile ads will be tested.
  - » Ads and central website will be in English and Spanish.
  - » Strong focus on delivering measurable results.
- The campaign will be supported by an aggressive public relations “earned media” and social media campaign that will help further drive awareness.
- We are seeking to obtain NHTSA’s support for the plan.
  - » We would like NHTSA’s approval for use of its logo on ads, which will add credibility to the campaign and increase participation.
  - » Coordination with NHTSA and OEMs will be needed to ensure the availability of replacement kits in regions where digital advertising is being targeted at any given time.
- Separately, as discussed with NHTSA, Takata is coordinating with Insurance Institute for Highway Safety on a potential direct mailing to affected vehicle owners. This additional initiative is described on Slide 23.

# Digital Campaign Strategy

- Launch “zip code targeted” advertising campaign across multiple digital channels simultaneously in order to generate maximum exposure among impacted drivers across targeted regions.
  - » Phase 1 will target the highest risk geographic regions (11 states/territories).
  - » Phase 2 of the plan will scale-up the campaign, consistent with Takata’s DIR reports, and expand the advertisements to additional states in the U.S.
  - » Phase 3 of the plan will include broader advertising on a national level, additional social media outreach and other communication efforts.
- Takata will leverage opportunities to amplify the message through earned media to further increase awareness and recall efficacy.
  - » Takata will drive coverage of the campaign through media outreach.
  - » Company is discussing potential mailings with OEMs to further increase awareness of campaign and the recall.
- Broad platform of digital channels will be used, e.g.:
  - » **Google/Bing/Yahoo!:** text ads will appear for certain key search words (“recall”, “Takata airbag”, etc.) and unrelated searches.
  - » **Online Publications:** regional publications in impacted areas will include display ads.
  - » **Facebook/Social Media:** targeted ads to users most likely affected by recall.
- Ads will direct people to centralized recall-website ([www.airbagrecall.com](http://www.airbagrecall.com)), and will include:
  - » Links to OEM-specific websites where they can easily find information on their particular vehicle.
  - » Link to NHTSA’s [safercar.gov](http://safercar.gov) website and relevant NHTSA information.
  - » A FAQ on the recall and important driver information.
  - » The Takata logo clearly displayed on the each page, which was discussed with OEMs.
- Centralized website and ads will be in English and Spanish in order to maximize reach.

# Phased Ad Rollout



**Phase 1**

**Phase 2**

**Phase 3**

**PHASE 1 STATES:**  
Florida, Puerto Rico, U.S. Virgin Islands, Hawaii, the Outlying U.S. Territories, Texas, Louisiana, Georgia, South Carolina, Alabama and Mississippi

**PHASE 2 STATES:**  
California, Oklahoma, North Carolina, Virginia, Arkansas, Kentucky, Tennessee, Illinois, Delaware, Maryland, Missouri, Ohio, Indiana, New Jersey, West Virginia, Washington D.C., Kansas, Pennsylvania, Washington, Massachusetts, Connecticut, Michigan, New York, Rhode Island, Oregon, Iowa, and Nebraska

**PHASE 3:**  
National



Outlying U.S. Territories



Hawaii



U.S. Virgin Islands
















Puerto Rico



# Digital Campaign Implementation

The digital advertising campaign will be simultaneously deployed to reach vehicle owners across a variety of news outlets and other websites in and around the target regions.

Search engine marketing	Social media marketing	News + Display	Mobile	Content Integration
				
				
				
				

# Digital Ad Content and Creative – Version 1 (with NHTSA Logo)



## Urgent Airbag Recall Notice

**Ad** [www.airbagrecall.com](http://www.airbagrecall.com)

Click here to determine if your airbag inflator needs to be replaced.

# Digital Ad Content and Creative – Version 1 Mockups

**Miami Herald**

business | Miami Herald

URGENT AIRBAG RECALL NOTICE DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? >>>

**SBA's free, intensive Emerging Leaders program opens for applications**

Owners of existing small businesses poised to grow are encouraged to apply for the free program.

**Stop using our phrase, Florida's little known insurance exchange says**

Florida Health Choices, the state's little-known insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

**URGENT AIRBAG RECALL NOTICE**

Does your airbag inflator need to be replaced? >>>

**New stores blend culture, commerce in**

**Miami foreclosure rate**

**Google**

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

**Urgent Airbag Recall Notice**

www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.

**Autos Venta - Toyota.com**

www.toyota.com/Espanol

Compra amplia gama de nuevos carros Toyota. (Visita un dealer)

Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10

SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

**Search New & Used Autos - Find Cars For Sale In Your Area**

www.autotrader.com

Compare Millions of Listings Now!

Accredited A+ Rating - Better Business Bureau

1,000s of New & Used Cars - Compare Makes & Models - Used Car Research

**Autos at CarMax**

www.carmax.com

3.8 ★★★★★ Rating for carmax.com

CarMax is a Great Place To Start.

Search For Your Next Used Car Here.

**Auto Buying Guide**

www.edmunds.com

**Facebook**

5 things we learned about digital's effect on TV advertisers

Television still sucks up more media spend than any other medium, but digital media has foisted change on the industry.

DIDDAY.COM

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Write a comment...

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Only \$19

Instantly Book a Cleaning Online

Get your home cleaned for just \$19 - our best deal ever!

WWW.HANDY.COM | BY HANDY

Book Now

Like Comment Share

**SPONSORED #1**

Create Ad

**RECALL NOTICE**

**Urgent Airbag Recall Notice**

www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced

**Facebook**

Search for people, places and things

Home Find Friends Moran

**Airbag Recall** · Suggested Post

Determine if your airbag needs to be replaced

Like Page

**RECALL NOTICE**

**Urgent Airbag Recall Notice**

www.airbagrecall.com

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**ICON Union 加州華裔學生聯盟會**

「iPad mini with Retina display」已發布! 踴躍註冊非蘋果迷發表一下意見 lol

# Digital Ad Content and Creative – Version 2

**URGENT AIRBAG  
RECALL NOTICE**

**DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? >>>**

**URGENT  
AIRBAG  
RECALL  
NOTICE**

**DOES YOUR AIRBAG  
INFLATOR NEED TO  
BE REPLACED? >>>**



Airbag Recall · Suggested Post

Like Page

Determine if your airbag inflator needs to be replaced



Urgent Airbag Recall Notice

[www.airbagrecall.com](http://www.airbagrecall.com)

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Urgent Airbag Recall Notice

Ad [www.airbagrecall.com](http://www.airbagrecall.com)

Click here to determine if your airbag inflator needs to be replaced.

# Digital Ad Content and Creative – Version 2 Mockups

**Miami Herald**

business | Miami Herald

URGENT AIRBAG RECALL NOTICE DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? **NEW**

**SBA's free, intensive Emerging Leaders program opens for applications**

Owners of existing small businesses poised to grow are encouraged to apply for the free program.

**URGENT AIRBAG RECALL NOTICE DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? **NEW****

**Stop using our phrase, Florida's little known insurance exchange says**

Florida Health Choices, the state's little-known insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

**New stores blend culture, commerce in**

**Miami foreclosure rate**

**Google**

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

**Urgent Airbag Recall Notice**  
www.airbagrecall.com  
Click here to determine if your airbag inflator needs to be replaced.

**Autos Venta - Toyota.com**  
www.toyota.com/Espanol  
Compra amplia gama de nuevos carros Toyota. (Visita un dealer)  
Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10  
SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

**Search New & Used Autos - Find Cars For Sale In Your Area**  
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Compare Millions of Listings Now!  
Accredited A+ Rating - Better Business Bureau  
1,000s of New & Used Cars - Compare Makes & Models - Used Car Research

**Autos at CarMax**  
www.carmax.com  
3.8 ★★★★★ Rating for carmax.com  
CarMax is a Great Place To Start.  
Search For Your Next Used Car Here.

**Auto Buying Guide**  
www.edmunds.com

**Facebook**

5 things we learned about digital's effect on TV advertisers

Television still sucks up more media spend than any other medium, but digital media has forced change on the industry.

Like Comment Share

Write a comment...

**Sponsored Post**

**Handy**  
Sponsored

Tired of cleaning? Book a professional home cleaning today for only \$19!  
Book here -> http://bit.ly/1Kcmj

Only \$19

Instantly Book a Cleaning Online  
Get your home cleaned for just \$19 - our best deal ever!

WWW.HANDY.COM | BY HANDY

**Sponsored Ad**

**URGENT AIRBAG RECALL NOTICE**

**Urgent Airbag Recall Notice**  
www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced

Search for people, places and things

Home Find Friends Moran

Urgent Airbag Recall Notice  
www.airbagrecall.com

Like Comment 7 minutes ago via mobile

**Airbag Recall** Suggested Post

Determine if your airbag inflator needs to be replaced

Like Page

**URGENT AIRBAG RECALL NOTICE**

**Urgent Airbag Recall Notice**  
www.airbagrecall.com

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「iPad mini with Retina display」已發布！踴躍註冊非蘋果迷發表一下意見 lol

**DOES YOUR AIRBAG INFLATOR  
NEED TO BE REPLACED?**

**FIND OUT IF YOUR VEHICLE IS  
PART OF THE RECENT AIRBAG RECALLS** >>>

**DOES YOUR  
AIRBAG INFLATOR  
NEED TO BE  
REPLACED?**

**IS YOUR VEHICLE  
PART OF THE RECENT  
AIRBAG RECALLS** >>>

[Urgent Airbag Recall Notice](#)

**Ad** [www.airbagrecall.com](http://www.airbagrecall.com)

Click here to determine if your airbag inflator needs to be replaced.



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Determine if your airbag inflator needs to be replaced



[Urgent Airbag Recall Notice](#)

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# Digital Ad Content and Creative – Version 3 Mockups

**Miami Herald**

business | Miami Herald

Home News Sports Business Living Entertainment Opinion Columns Local Deals Classifieds

**DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?** FIND OUT IF YOUR VEHICLE IS PART OF THE RECENT AIRBAG RECALLS

**SBA's free, intensive Emerging Leaders program opens for applications**

Owens of existing small businesses poised to grow are encouraged to apply for the free program.

**HEALTH CARE**  
Stop using our phrase, Florida's little known insurance exchange says

Florida Health Choices, the state's 50th-anniversary insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally-run healthcare.gov.

**DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?**

IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS

**NEW STORES**  
New stores blend culture, commerce in

**NEW STORES**  
Miami foreclosure rate

**Google**

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

**Urgent Airbag Recall Notice**  
www.airbagrecall.com  
Click here to determine if your airbag inflator needs to be replaced.

**Autos Venta - Toyota.com**  
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Compra amplia gama de nuevos carros Toyota. (Visita un dealer)  
Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10  
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1,000s of New & Used Cars - Compare Makes & Models - Used Car Research

**Autos at CarMax**  
www.carmax.com  
3.8 ★★★★★ - Rating for carmax.com  
CarMax is a Great Place To Start.  
Search For Your Next Used Car Here.

**Auto Buying Guide**  
www.edmunds.com

**Facebook**

5 things we learned about digital's effect on TV advertisers

Television still sucks up more media spend than any other medium, but digital media has forced change on the industry.

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**Suggested Post**

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Only \$19

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Get your home cleaned for just \$19 - our best deal ever!

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www.airbagrecall.com  
Click here to determine if your airbag inflator needs to be replaced

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**Bird Food Supplies**  
Reza test

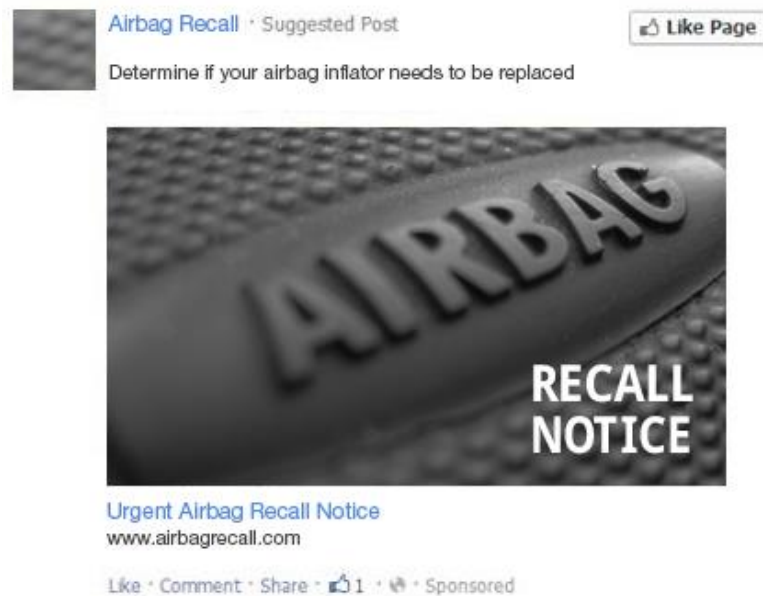
**Attend**  
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# Digital Ad Content and Creative – Version 4 (with NHTSA Logo)



## Urgent Airbag Recall Notice

**Ad** [www.airbagrecall.com](http://www.airbagrecall.com)

Click here to determine if your airbag inflator needs to be replaced.



# Digital Ad Content and Creative – Version 4 Mockups



**DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?** FIND OUT IF YOUR VEHICLE IS PART OF THE RECENT AIRBAG RECALLS 

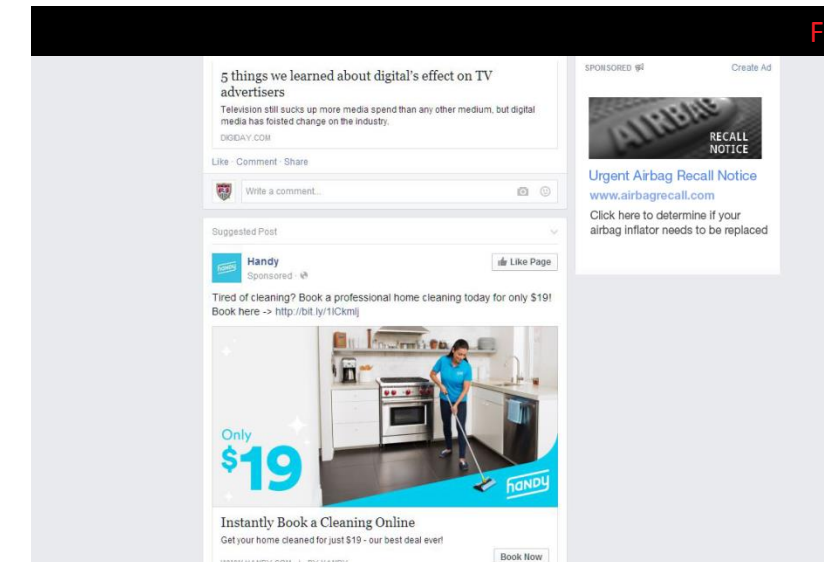
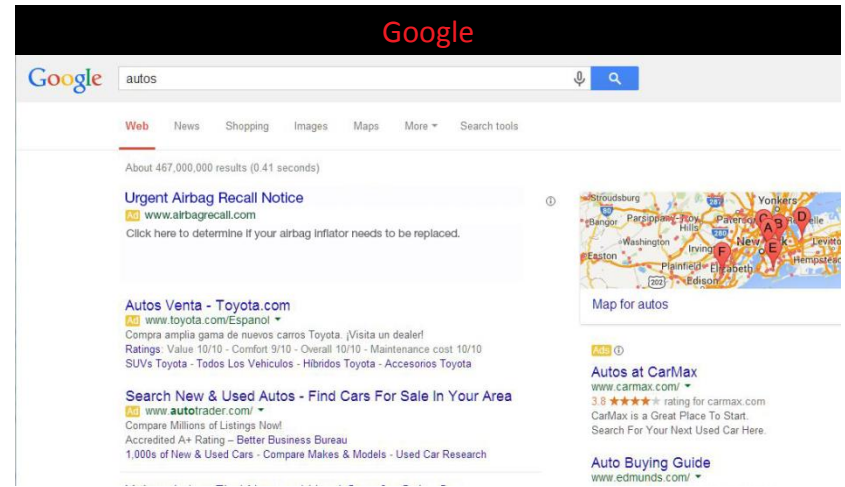
**BUSINESS**  
**SBA's free, intensive Emerging Leaders program opens for applications**  
 Owners of existing small businesses poised to grow are encouraged to apply for the free program.

**HEALTH CARE**  
**Stop using our phrase, Florida's little known insurance exchange says**  
 Florida Health Choices, the state's 50th-anniversary insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

**DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?**  
**IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS** 

**BUSINESS**  
**New stores blend culture, commerce in**

**BUSINESS**  
**Miami foreclosure rate**



# Digital Ad Content and Creative – Version 5



## Urgent Car Airbag Recall Notice

**Ad** [www.airbagrecall.com](http://www.airbagrecall.com)

Click here to determine if your car airbag inflator needs to be replaced

# Digital Ad Content and Creative – Version 5 Mockups

**Miami Herald**

business | Miami Herald

URGENT CAR AIRBAG RECALL NOTICE YOUR CAR AIRBAG INFLATOR NEEDS TO BE REPLACED? >>>

**SBA's free, intensive Emerging Leaders program opens for applications**

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**URGENT CAR AIRBAG RECALL NOTICE YOUR CAR AIRBAG INFLATOR NEEDS TO BE REPLACED >>>**

**NEW STORES blend culture, commerce in**

**Miami foreclosure rate**

**Google**

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

**Urgent Car Airbag Recall Notice**  
www.airbagrecall.com  
Click here to determine if your car airbag inflator needs to be replaced

**Autos Venta - Toyota.com**  
www.toyota.com/Espanol  
Compra amplia gama de nuevos carros Toyota. (Visita un dealer)  
Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10  
SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

**Search New & Used Autos - Find Cars For Sale In Your Area**  
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**URGENT CAR AIRBAG RECALL NOTICE**

**Urgent Car Airbag Recall Notice**  
www.airbagrecall.com  
Click here to determine if your car airbag inflator needs to be replaced

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URGENT CAR AIRBAG RECALL NOTICE

Like Comment 7 minutes ago via mobile

**Airbag Recall** Suggested Post

Determine if your car airbag inflator needs to be replaced

**URGENT CAR AIRBAG RECALL NOTICE**

**Urgent Car Airbag Recall Notice**  
www.airbagrecall.com

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**ICON Union 加州華裔學生聯盟**  
「iPad mini with Retina display」已發布! 踴躍註冊非蘋果迷發表一下意見 lol

# Digital Ad Content and Creative – Version 6 (Spanish)

**NOTIFICACIÓN DE LLAMADO URGENTE  
A REVISIÓN DE BOLSA DE AIRE** ¿SU BOLSA DE AIRE  
NECESITA SER REEMPLAZADA? >>>>

**NHTSA**  
National Highway  
Transportation Safety  
Administration

**NOTIFICACIÓN  
DE LLAMADO  
URGENTE A  
REVISIÓN DE  
BOLSA DE AIRE**

**NHTSA**  
National Highway  
Transportation Safety  
Administration

¿SU BOLSA DE AIRE  
NECESITA SER  
REEMPLAZADA? >>>>

Airbag Recall · Suggested Post Like Page

Determine si su bolsa de aire necesita ser reemplazado.

**AVISO DE  
RETIRO**

Notificación de llamado urgente a revisión de bolsa de aire  
[www.airbagrecall.com](http://www.airbagrecall.com)

Like · Comment · Share · 1 · Sponsored

## Notificación De Llamado Urgente A Revisión De Bolsa De Aire

**Ad** [www.airbagrecall.com](http://www.airbagrecall.com)

Haga clic aquí para determinar si su bolsa de aire necesita ser reemplazada

# Digital Ad Content and Creative – Version 6 Mockups



**NOTIFICACIÓN DE LLAMADO URGENTE A REVISIÓN DE BOLSA DE AIRE**  
 ¿SU BOLSA DE AIRE NECESITA SER REEMPLAZADA? **NO**

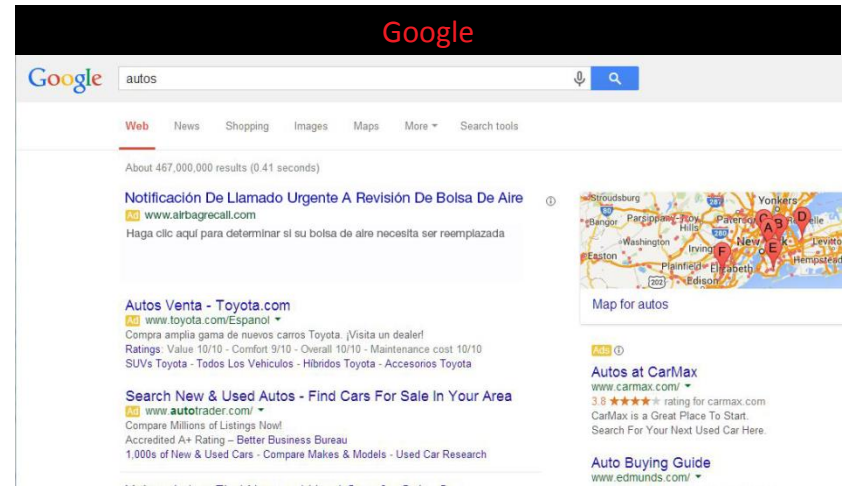
**NOTIFICACIÓN DE LLAMADO URGENTE A REVISIÓN DE BOLSA DE AIRE**  
 ¿SU BOLSA DE AIRE NECESITA SER REEMPLAZADA? **NO**

**SBA's free, intensive Emerging Leaders program opens for applications**  
 Owners of existing small businesses poised to grow are encouraged to apply for the free program.

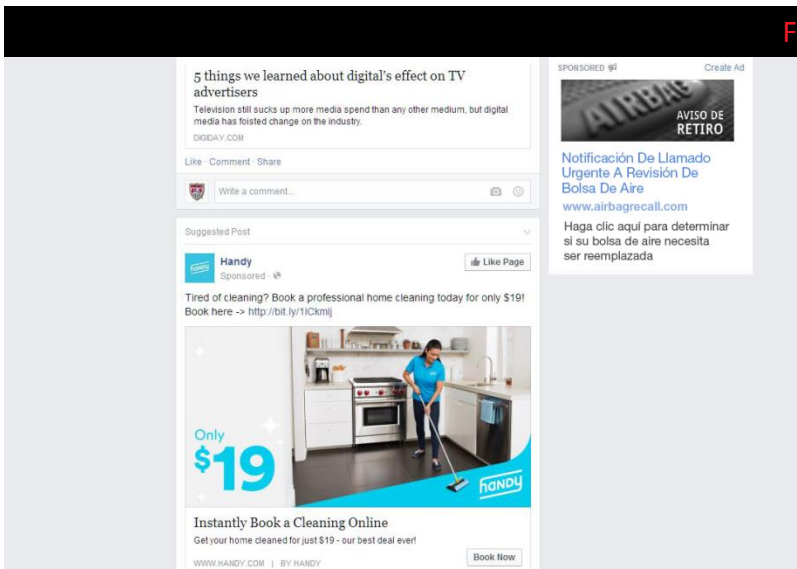
**New stores blend culture, commerce in**

**Stop using our phrase, Florida's little known insurance exchange says**  
 Florida Health Choices, the state's 50th-largest insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

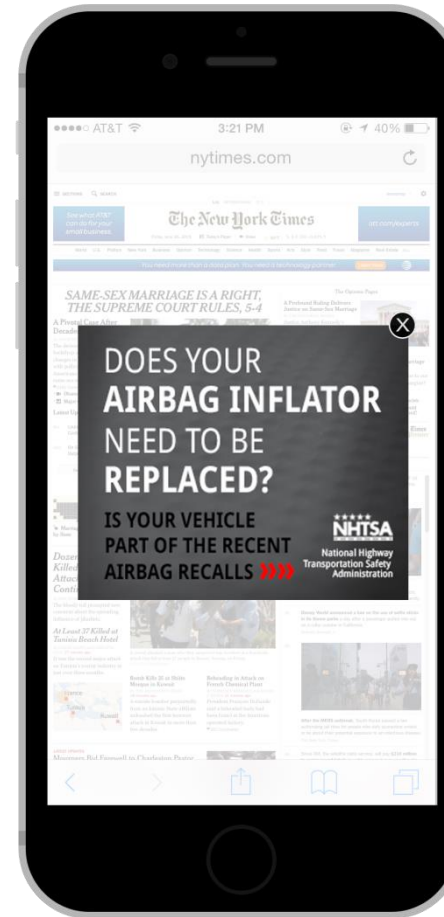
**Miami foreclosure rate**



## Facebook



# Digital Ad Content and Creative – Mobile Ad Mockups



# Takata Recall Website – Mockup\*

TAKATA HOME FIND YOUR VEHICLE FAQ NHTSA INFO English / Spanish

**AIRBAG RECALL**

**YOUR AIRBAG INFLATOR MAY NEED TO BE REPLACED**

Recently, the National Highway Traffic Safety Administration (NHTSA) announced it had reached an agreement with Takata Corporation regarding U.S. national recalls of vehicles with certain types of driver and passenger frontal airbag inflators.

While the recall is U.S. national in scope, the immediate focus will be on replacing airbag inflators located in geographic areas with persistent heat and high absolute humidity. We want to make absolutely sure all of these are replaced immediately.

**IF YOU HAVE A RECALLED VEHICLE, THE AIRBAG INFLATOR WILL BE REPLACED FREE OF CHARGE**

We strongly urge drivers to use this website to check if your airbag inflator needs to be replaced, and if so, immediately bring your vehicle to your local dealership.


[Click Here to Find Out if Your Vehicle Has Been Recalled](#)

TAKATA HOME FIND YOUR VEHICLE FAQ NHTSA INFO English / Spanish

**CONFIDENTIAL**

**FIND YOUR VEHICLE**

U.S. Drivers Can Click Here to Visit NHTSA's Website and Determine if Your Airbag Inflator Has Been Recalled



U.S. Drivers May Also Click Your Automakers Below to Determine if Your Vehicle Has Been Recalled

Even if you do not see your automaker logo below, we urge you to click the NHTSA logo above to see if your vehicle needs to be recalled

[

TAKATA HOME FIND YOUR VEHICLE FAQ NHTSA INFO English / Spanish

**FAQ**

**1. HOW CAN I TELL IF MY VEHICLE HAS BEEN INVOLVED IN THIS RECALL?**

- To determine if your vehicle is impacted by this recall you can visit this website's "Find Your Vehicle" page and click on the logo of the vehicle you own, or visit NHTSA's website (www.safercar.gov/vinlookup). Please follow the directions on each website to determine if your vehicle is subject to this recall.


**2. HOW MUCH DOES IT COST TO REPLACE MY AIRBAG INFLATOR?**

- If your vehicle is subject to a recall, the airbag inflator will be replaced free of charge at your local dealership.

**3. WHAT IS A VIN NUMBER AND WHERE DO I FIND IT?**

- Your VIN is the unique identification for your vehicle and contains 17 alphanumeric characters. It may be found on your state vehicle registration, vehicle insurance, or on the vehicle itself – on the driver's side dashboard at the bottom of the windshield or on the driver's side door/jamb. Your VIN will not include the letter "I" or the letter "O", but may include the number "1" or the number "0."

Example of Vin Number



**4. WHAT DO I DO IF MY VEHICLE HAS BEEN RECALLED?**

- Please contact your auto manufacturer. You will likely be directed to visit a local dealership that will be equipped to fix the recalled part or portion of your vehicle.

# Takata Recall Website – Mockup (Spanish Version)

TAKATA ENCUENTRE SU VEHÍCULO PREGUNTAS FRECUENTES INFORMACIÓN DE NHTSA English / Spanish

**LLAMADO A REVISIÓN DE BOLSA DE AIRE**

**EL INFLADOR DE SU BOLSA DE AIRE PUEDE NECESITAR REEMPLAZO**

Recientemente, la Administración Nacional de Seguridad del Tráfico en las Carreteras (National Highway Traffic Safety Administration, NHTSA) anunció que ha alcanzado un acuerdo con Takata Corporation respecto al llamado a revisión nacional de vehículos en EE. UU. con ciertos tipos de infladores de bolsas de aire frontales del conductor y pasajero.

Mientras que este llamado tiene alcance nacional en EE. UU., el enfoque inmediato será reemplazar los infladores de bolsas de aire ubicados en áreas geográficas con calor persistente y humedad alta absoluta, incluida la región de la Costa del Golfo, Hawái, Puerto Rico y las Islas Vírgenes Estadounidenses.

Todos los infladores de bolsas de aire afectados en estas áreas deberán ser reemplazados de inmediato.

**SI TIENE UN VEHÍCULO LLAMADO A REVISIÓN, EL INFLADOR DE BOLSA DE AIRE SERÁ REEMPLAZADO EN FORMA GRATUITA**

Instamos a los conductores a utilizar de inmediato este sitio web para verificar si su inflador de aire necesita ser reemplazado. En caso afirmativo, lleve de inmediato su vehículo a su concesionario local.


[Haga Clic Aquí Para Saber si su Vehículo ha Sido Llamado a Revisión](#)

TAKATA HOME ENCUENTRE SU VEHÍCULO PREGUNTAS FRECUENTES INFORMACIÓN DE NHTSA English / Spanish

**CONFIDENTIAL**

**ENCUENTRE SU VEHÍCULO**

Los Conductores en EE. UU. Pueden Hacer Clic Aquí Para Visitar el Sitio Web de la NHTSA y Determinar si su Inflador de Bolsa de Aire Está Sujeto al Llamado a Revisión



Los Conductores en EE. UU. También Pueden Hacer Clic en el Fabricante de su Vehículo a Continuación Para Determinar si ha Sido Llamado a Revisión


Aun si el logo del fabricante de su vehículo no se encuentra aquí, le instamos a que haga clic en el logo de la NHTSA para verificar si su vehículo debe ser revisado

TAKATA HOME ENCUENTRE SU VEHÍCULO PREGUNTAS FRECUENTES INFORMACIÓN DE NHTSA English / Spanish

**PREGUNTAS FRECUENTES**

- ¿CÓMO PUEDO SABER SI MI VEHÍCULO ESTÁ SUJETO A ESTE LLAMADO A REVISIÓN?**
  - Para saber si su vehículo está dentro del llamado a revisión, puede visitar esta página del sitio web "Encuentre su vehículo" y hacer clic en el logo de su vehículo, o visitar el sitio web de la NHTSA ([www.safercar.gov/vehiclelookup](http://www.safercar.gov/vehiclelookup)). Siga las instrucciones de cada sitio web para saber si su vehículo está sujeto a este llamado a revisión.
- ¿CUÁNTO CUESTA REEMPLAZAR MI INFLADOR DE BOLSA DE AIRE?**
  - Si su vehículo está sujeto al llamado a revisión, el inflador de bolsa de aire será reemplazado en forma gratuita en su concesionario local.
- ¿QUÉ ES EL NÚMERO VIN Y DÓNDE LO ENCUENTRO?**
  - Su número VIN es la identificación única de su vehículo y contiene 17 caracteres alfanuméricos. Puede encontrarlo en el registro de vehículos de su estado, en el seguro de su vehículo o en el vehículo mismo (del lado del tablero del conductor, en la parte inferior del parabrisas, o en el marco de la puerta del conductor). Su VIN no incluirá la letra "I" o la letra "O", pero puede incluir el número "1" o el número "0".

**Example of Vin Number**


- ¿CÓMO PROCEDO SI MI VEHÍCULO HA SIDO LLAMADO A REVISIÓN?**
  - Contáctese con el fabricante de su automóvil. Posiblemente, sea dirigido a visitar a su concesionario local que estará equipado para reparar la parte o porción de su vehículo sujeta a revisión.



# Measurable Results

- The ad campaign will be regularly monitored, and will be optimized, enhanced, and modified to ensure that we are reaching the target audience.
- We will provide monthly reports that will summarize key data, findings, and proposed adjustments to strategy if needed.
- Digital campaign will continually track visitors to our website.
- Ad diagnostics will help capture as many drivers as possible by shifting budgets to top performing markets and demographics.
- Metrics used to assess effectiveness include, but are not limited to:
  1. Number of impressions by platform and location (banner ads, Google, Facebook, etc.);
  2. Number of people who have clicked ads, including various versions, on multiple platforms;
  3. Most effective ad at generating clicks;
  4. Websites driving the most traffic to [airbagrecall.com](http://airbagrecall.com);
  5. Number of people who clicked NHTSA logo directing users to enter their VIN; and
  6. Which car logo is generating the most “click-throughs”.

ENTIRE PAGE CONFIDENTIAL

# Additional Initiative: Auto Insurance Mailing

- Takata has reached out to the Insurance Institute for Highway Safety ("IIHS") to propose a direct mailing to affected auto insurance customers. We understand that IIHS auto insurance members cover approximately 85% of the U.S. market.
- Under the proposal, IIHS would assist in coordinating a mailing by insurers that would encourage affected policyholders to respond to the recalls.
- With NHTSA's approval and possible involvement, IIHS or its members would need access to the relevant 17-digit VINs for vehicles covered by each applicable stage of the remedy program.
- Takata will seek to work with State DMVs in Zone 1 States to see if a similar direct mailing from DMVs is possible.

# APPENDIX



# Appendix: Proposed Ad Campaign Report

## Digital Marketing Campaign

August 1 – August 31



**1,749,392**

Total Impressions



**34,987**

Click Throughs

**0.20%**

Industry Standard: [XX]

Click Through Rate

Visitors by Platform

DESKTOP

85%

MOBILE

15%

## Airbagrecall.com

August 1 – August 31



**45,005**

Unique Visitors



**9,578**

Total Clicks to NHTSA



**4,722**

Total OEM Clicks

- CNN was the most effective at driving users to airbagrecall.com
- 30,000 users have clicked the NHTSA logo vs. 20,000 for the most clicked OEM logo

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