



JAY W. JOSEPH

TITLE: Assistant Vice President, Marketing Division of Automobile Sales, American Honda Motor Co., Inc.

JOINED: 1998

PREVIOUS POSITIONS HELD:

AVP, Acura Product Planning (includes pricing, market research and vehicle quality assurance); AVP, Dealer Communication, Training and Technology; AVP, Product Regulatory Office; Acura Public Relations

CURRENT ROLE: Leads marketing efforts for both the Honda and Acura brands



SUSIE ROSSICK

TITLE: Assistant Vice President, Acura Automotive Marketing

JOINED: 1984

PREVIOUS POSITIONS HELD:

Acura Brand Manager, National Advertising; Senior Manager, Honda and Acura Regional Marketing; AVP, Honda Automotive Marketing

CURRENT ROLE: Responsible for the day-to-day business of Acura marketing

MARKETING

Rising to the Challenge

The new leaders of Acura Marketing, Jay Joseph and Susie Rossick, on how this challenger brand will continue to innovate

Jay, how will your well-rounded background benefit Acura dealers in your new role?

Jay W. Joseph: I've been lucky enough to have a lot of different positions, always focused on our clients. I've also gotten to know a few of our dealers through the Dealer Product Advisory Committee and the National Dealer Advisory Board. Understanding what they go through to attract and retain clients helps us make sure that what we do in marketing aligns with our dealer business partners.

Susie, what excites you the most about returning to Acura after leading Honda's marketing efforts?

Susie Rossick: Acura is a challenger brand. That distinction gives us a unique opportunity to disrupt the marketplace with new ideas. Acura has already done a fantastic job of bringing new and different energy into the social media space. I'm looking forward to expanding on that and taking it to the next level.

Jay, given your experience in product planning, how would you say Acura has changed the face of luxury with its innovative vehicles?

JWJ: As I said, it's always about the client. I'm proud of the work our product planning team did to prioritize the client experience. Our commitment made the RDX really special, providing genuine materials and performance true to the Precision Crafted Performance brand promise. In this new marketing role, I'm excited to tell more stories about the way our vehicles come together. And telling clients why the next vehicles we're introducing are better than the competition—that'll be fun.

How can Acura marketing pick up on that?

SR: I think one of the best ways to get our message out about Precision Crafted Performance is through social media. It's another way we can say, "This is who we are."

We had a campaign for the ILX that was very, very successful. In addition, during March Madness, the commentator Jay Williams extended a challenge saying, "Send me your

Super Handling moves!" We employed a guerrilla-marketing tactic that surpassed our goals across Instagram and Twitter with more than 1,500 submissions.

Acura brings a more youthful feel to the premium market. How is that important for the brand's longevity?

JWJ: We deliver what we're good at, and that's performance—making fun-to-drive, exciting, youthful vehicles with relevant features and technology, because that's what we want to drive, too.

The social media campaigns that Susie talked about are great examples of our commitment to reach people where they are. Acura has got to remain young to attract the next generation of buyers, and we can have a lot of fun doing that.

What are your priorities for Acura marketing going forward?

SR: We plan to continue to break through the luxury clutter. We'll continue to use our marketing efforts to connect people emotionally to Acura.

To touch on what Jay said earlier, it's also really important that we stay connected to dealers and listen to what they have to say. We always want to ensure we're doing our part to give dealers everything they need from us to do their day-to-day business.

What's one piece of advice you'd give Acura dealers to help them reach potential clients?

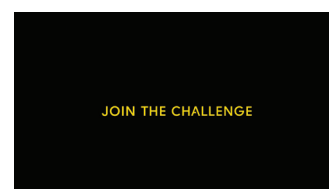
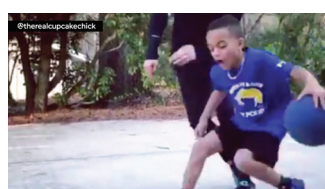
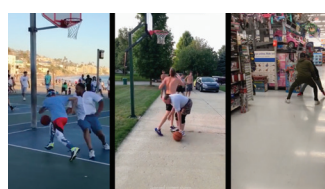
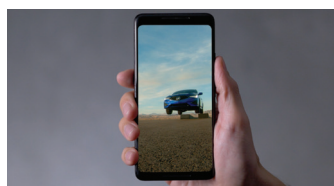
SR: Know your market and look for unexpected opportunities. Are you maximizing efforts toward your multicultural market? Are you using social media platforms? There's a lot of opportunity to do this and be active in your community.

JWJ: Yes! One of my favorite sayings from Acura leadership was from former AHM president Mr. Yamada, who always told dealers, "Be the best *dealer* in your community, not just the best Acura dealer." You want to be the reference point. ⚙

INTERACTIVE MARKETING

Game Time

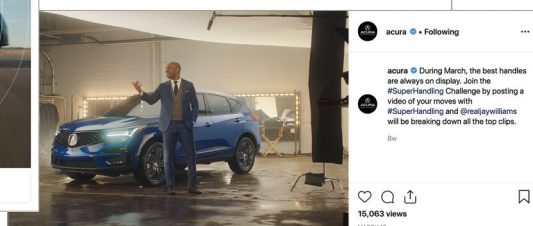
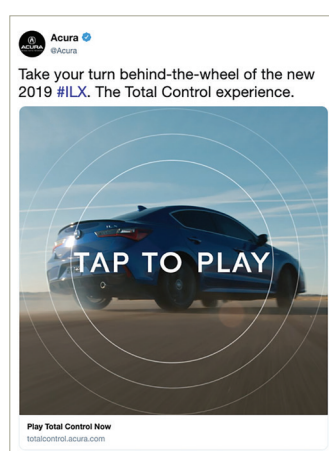
The brand made a splash in mobile gaming with Acura ILX Total Control. The Facebook-based game let players take the ILX on an action-packed drive by rotating and tilting their phones to send the car through jumps, drifts and 360-degree turns. More than 1,000 people played each day, spending an average of 53 seconds taking the quick-handling sedan through almost seven performance moves.



Getting Social

During March Madness, Acura took aim at college basketball fans with the Acura Super Handling Challenge. The campaign ran on ESPN and CBS Sports digital platforms as well as social media, and featured ESPN analyst Jay Williams, who asked hard-court lovers to share their most jaw-dropping dribbles using the hashtag #SuperHandling. More than 1,500 people rose to the challenge.

Social Interaction



Digital Marketing

