

Takata Airbag Recall Multicultural Outreach Campaign

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Executive Summary

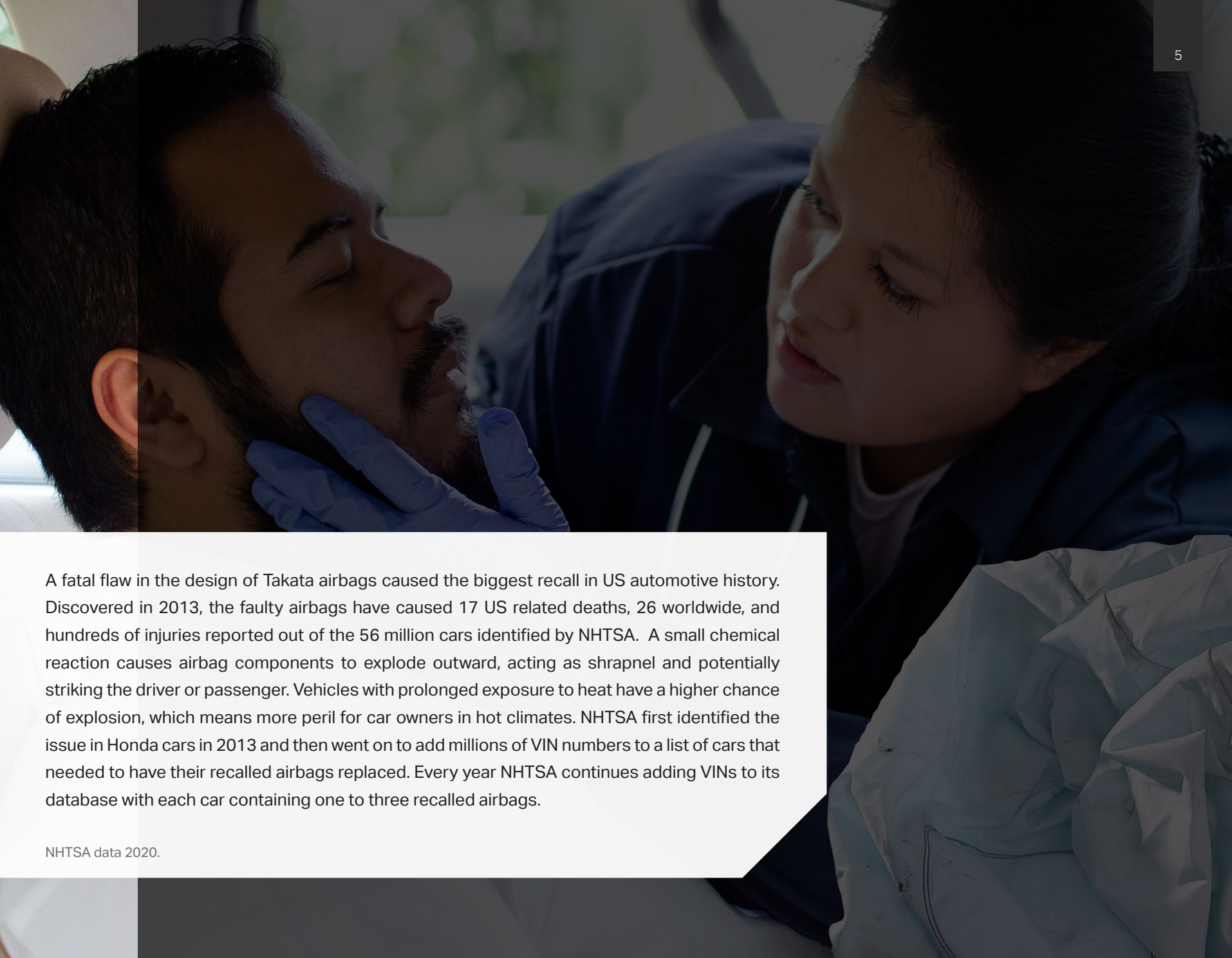
Over the course of three years, Culture Shift Team crafted a multi-city, multilingual and culturally appropriate high impact marketing campaign to inform hard to reach multicultural communities of the need to have dangerous Takata airbags replaced in their cars. Because the “business-as-usual” approach taken by several automakers had failed to reach a large portion of the car owners, the car manufacturer decided to take a cultural approach to reach minority groups, mainly the unacculturated U.S. Hispanic communities and other multicultural communities where customers had bought their car manufacturer’s vehicles from independent car dealers, friends, or family members. The data provided by the National Highway Traffic Safety Administration (NHTSA) also showed that the majority of the unrepaired vehicles were located in hot climates that posed increased chances for the airbags exploding.

CST developed and implemented the Check Your Vehicles Takata Airbag Recall Safety Campaign in Spanish, Chinese, Vietnamese, and Creole with a focus on Spanish-speaking Hispanic communities in Dallas, Houston, South Florida, and Puerto Rico. The campaign featured the animated Segura family with abuelita (grandmother) at the center of the story as the narrator talks about the danger of the defective airbags, recommends actions to take, and issues a call to action to share the information with friends and loved ones. CST used its unique approach to deep multicultural analysis to craft a multi-faceted and holistic campaign to communicate the urgency of the airbag recall.

During the three-month pilot campaign, 289 airbags (i.e., 24% of all recalled airbags) were replaced at the car manufacturer’s of Arlington, TX, while the full multicultural campaign that ran in Dallas, Houston, Miami, Ft. Lauderdale, and Puerto Rico from June 2019 to December 2020 resulted in the replacement of 15,302 airbags (40% of all recalled airbags). Due to the COVID-19 pandemic, the campaign was limited to social media and restricted only to those dealers who had the capacity to serve the car manufacturer owners from April through December of 2020.

The Problem

How CST reached the toughest
to reach demographics

A photograph of a man and a woman in medical scrubs, likely EMTs or paramedics, examining a patient's face. The man is on the left, wearing blue gloves and gently holding the patient's chin. The woman is on the right, looking down at the patient. The patient is lying down, and the scene is dimly lit, suggesting an indoor setting like a vehicle or a clinic.

A fatal flaw in the design of Takata airbags caused the biggest recall in US automotive history. Discovered in 2013, the faulty airbags have caused 17 US related deaths, 26 worldwide, and hundreds of injuries reported out of the 56 million cars identified by NHTSA. A small chemical reaction causes airbag components to explode outward, acting as shrapnel and potentially striking the driver or passenger. Vehicles with prolonged exposure to heat have a higher chance of explosion, which means more peril for car owners in hot climates. NHTSA first identified the issue in Honda cars in 2013 and then went on to add millions of VIN numbers to a list of cars that needed to have their recalled airbags replaced. Every year NHTSA continues adding VINs to its database with each car containing one to three recalled airbags.

NHTSA data 2020.

As a result NHTSA set up a monitoring board to oversee the efforts of the 19 automakers affected by the recall. The car manufacturer ordered new airbags and sent out letters in English and Spanish to their database of owners. The car manufacturer used multiple sources to target affected car owners. However, by the time the airbags had been identified and the data sets accessed, a large number of cars had likely been resold, some multiple times.

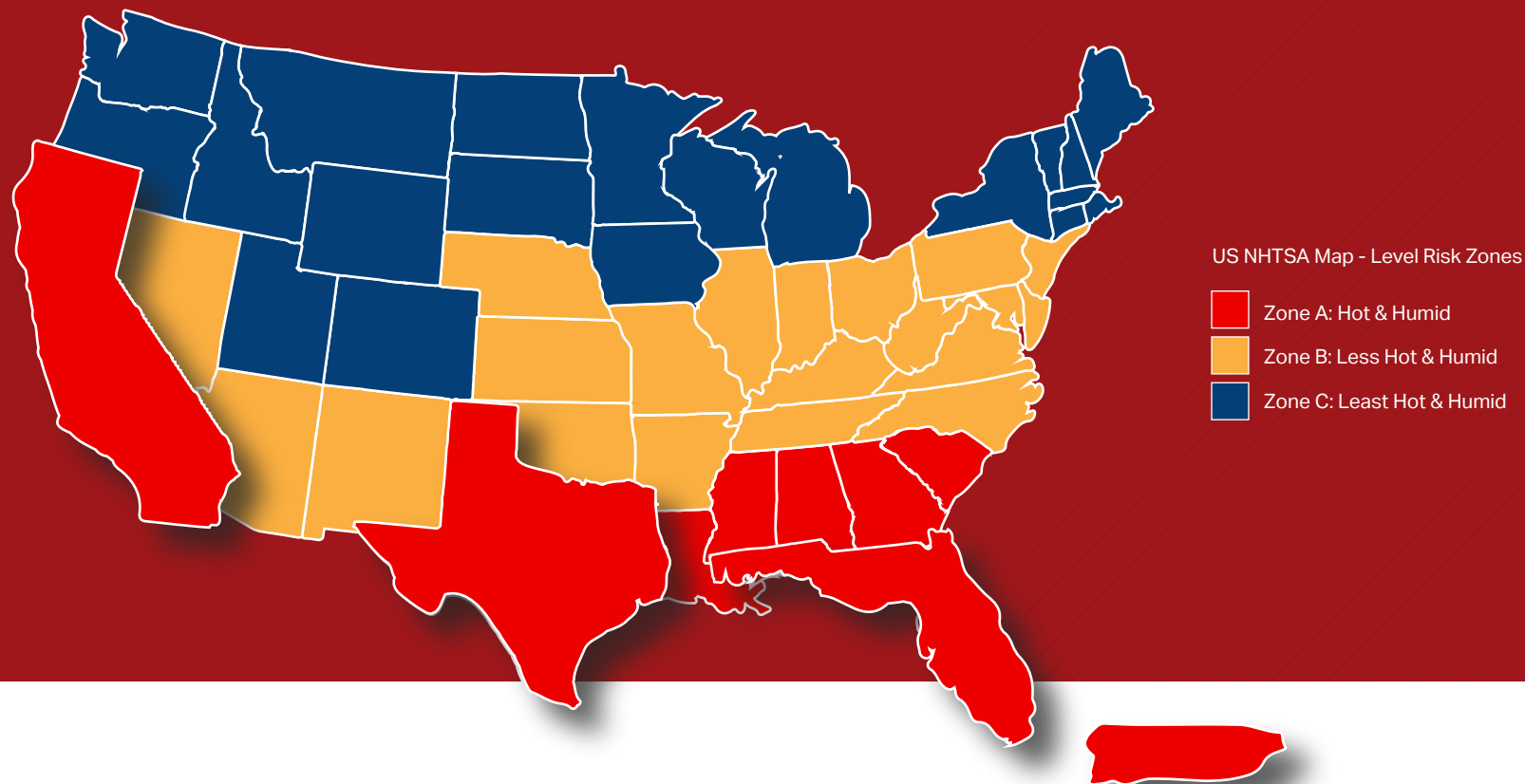
Furthermore, as time passed, it became clear that distinct pockets of the US market did not respond to the business as-usual approach.

In these places, the demographics varied from the locations where outreach had been successful in the northern part of the country. The car manufacturer knew then they had a culture-based challenge and needed a culture-focused marketing approach for outreach to southern markets and engaged CST to help in the effort.

When car manufacturer began working with CST in 2017, they made a series of discoveries that shed light on the complexity of the outreach:

- ✓ A large percentage of the car manufacturer's ownership database used to generate and send letters was out-of-date.
- ✓ In some cases, an auction house owned affected cars, so the zip code data skewed toward these aggregator locations.
- ✓ Car manufacturer realized the data failed to acknowledge cultural factors that could affect the repair rate. NHTSA had highlighted the markets, but the car companies had not taken into account acculturation and nuances of language usage.
- ✓ The letters that had gone out in Spanish used a word that meant 'retired.' Language used in the letters did not communicate impending danger to the recipient, nor the urgency of the action they should take to check their VIN and get their airbags replaced for free.
- ✓ Letters went out in nondescript white envelopes, which had a higher chance of being thrown away before being opened.
- ✓ Non-Acculturated US Latino owners and other immigrant community members do not take their cars to authorized dealers for repairs, reducing the chance they would learn of faulty airbags from a manufacturer.
- ✓ The least responsive demographic groups were the unacculturated Vietnamese community in Houston, Haitians in south Florida, and Hispanic communities across the southern US.

Cultural Targeting by Location



The National Highway Traffic Safety Administration (NHTSA) created a priority map of the US and assigned a level by state to represent the relative risk of each location to have explosive airbags that had not yet been repaired, with hot and humid climates regions having the highest relative risk.

The highest risk areas with the largest minority populations included:

California
Puerto Rico
Florida
Texas

Of the identified locations,

California is
40% Hispanic
16% Asian-Americans



Puerto Rico is
99% Hispanic



Florida is
26% Hispanic
3% Asian-Americans



Texas is
39% Hispanic
5% Asian-Americans



In terms of major cities in those states, Houston and Dallas see a higher percentage of Mexican and Mexican-American populations. In Miami, however, the Cuban-American population has been in the city longest, with waves of migrants from South American and Caribbean countries having arrived later.

Beyond the Hispanic community, of the major cities in the highest risk states, Houston has a large Vietnamese population and North Miami has a large Haitian community. Chinese and Arabic are also commonly spoken languages in the biggest cities in the high risk states.

Acculturation Stages of Immigrant Communities



Of the geographic areas deemed high risk, the level of acculturation and English-language proficiency varies widely.

Using CST's own Assimilation Continuum framework, the team has identified core competencies based on cultural assimilation to describe the differences between target audiences. CST considers the four stages of the acculturation experience in the US.

The fictional character Marco explains different phases of assimilation. The description is neither diagnostic nor prescriptive; rather it represents a way to categorize a range of cultural assimilation experience. Any one person may or may not progress through all four states, but, certainly, many folks from multicultural backgrounds may be aptly described by them.

Acculturation Stages

1

Newly arrived immigrants often experience **Isolation**,

when they feel disconnected from their family and friends at home, which can lead to feeling depressed.

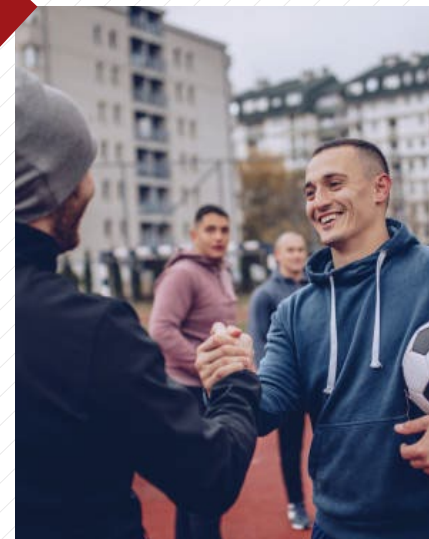


Being in a new place without community means the new immigrant goes through some degree of culture shock as they navigate a new place and new people. That sense of alienation is exacerbated if the newly arrived person doesn't understand or speak the dominant language. For example, Marco comes to Texas from Mexico. To protect his family from the uncertainty of a new place, he leaves his wife and children behind. He has a cousin, and a few friends and has a hard time finding a job in his industry because he only speaks Spanish.

2

In the second stage, **Adaptation**,

the immigrant feels increasingly comfortable in their immediate surroundings.



They still maintain their own traditions, but they can also begin to teach others from their original culture about the new dominant culture. In this stage, Marco speaks enough English to be an essential worker, plays in a weekend soccer league with Hispanic and non-Hispanic soccer players. His Hispanic teammates who have recently arrived often seek advice about problems they face during their first few months in this new country.

3

In the third stage, **Acculturation**,

a person feels equally comfortable in their origin culture and in the mainstream culture.



They maintain important traditions from their original cultural group and incorporate new traditions from the mainstream culture. Marco works in a large corporate office where he is a successful sales manager. He's comfortable at home with his family and origin cultural traditions. He speaks English at work and at home he speaks both English and Spanish. He is comfortable switching from one culture to the other, and from one language to the other.

4

In the **Assimilation** stage, the person of another cultural origin,

whose family may have lived in the US for more than one or two generations, no longer practices traditional cultural activities, and the family language of origin is not the primary language at home.



The social groups and surroundings reflect the dominant culture. Marco's children and grandchildren celebrate American cultural traditions and holidays. They maintain little or no connection to his family's country of origin or distant relatives there.

Market Culture Pillars of Target Demographics

As CST began to understand the demographic data and the assimilation experience of the communities in high risk areas, they decided to focus primarily on the Isolated group. They added the Acculturated and Assimilated segments as influencers of the Isolated group.

CST identified a set of core assumptions of the Isolated market segment on which they would build a marketing campaign. For this group, made up of first generation Hispanics, the target segment has low English language proficiency, speaks primarily Spanish, and consumes Spanish-language media. They have a village mentality that puts a lot of trust in people they know, and they're heavily invested in their personal relationships. They also have a low trust of institutions but a high trust of spokespeople/celebrities who they see as having authority. Since, this segment has an indirect communication style, the call-to-action must be very direct.

Isolated Segment Culture Pillars



Foreign Born

Native Language Speakers - Survival

Native - Language Media

Village Mentality

High Trust of Spokenperson

Low Trust of Institutions

Indirect Comm. & Thought Process

Acculturated Segment Culture Pillars

1st to 3rd Generation Immigrants

Bilingual

Native - Language & English Language Media

Village Mentality

Trust of Spokenperson

Some Trust of Institutions

Indirect Communication & Thought Process

Acculturated

For the Acculturated market segment, CST built a different set of assumptions. For this group, made up of first, second, and third generation Hispanics, the segment is completely bilingual in Spanish and English and consumes media mostly in English with some Spanish-language sources as well. This segment trusts their personal relationships most and has some trust of institutions as well as spokespeople/celebrities. Since, this segment has an indirect communication style, the call-to-action must be very direct.

Overview

With careful demographic analysis, the CST & the car manufacturer's teams agreed to target these specific geographic locations: Houston, Dallas, Miami and Ft Lauderdale, and Puerto Rico.

Each campaign would take a wide approach in location based advertising, using a mix of traditional and social media, and then a deep approach with in-person outreach in micro-communities of the target cities. All messaging would be tailored for the dominant non-English speaking populations of each city and contain a very specific call to action for car owners. CST would hire voice-over talent for radio spots and animated videos, ensuring each voice matched the Spanish accent for the target market. Dallas and Houston had a Mexican voice for the campaign, whereas Puerto Rico had a Puerto Rican actor, and in South Florida, CST hired neutral voice-over talent. All campaign elements would have careful measurement and reporting to ensure accurate benchmarks and allow the team to pivot to better strategies when needed.

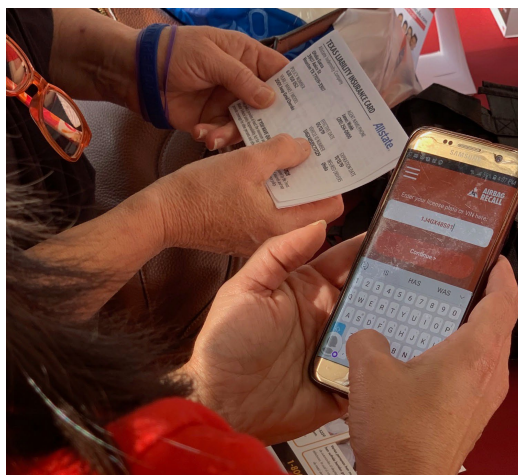
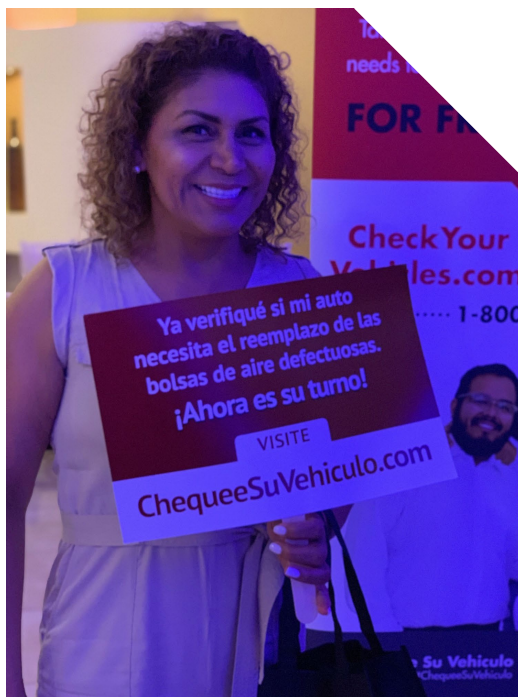
Car Manufacturer Hispanic Outreach Pilot Campaign

Grand Prairie, Texas

Takata Airbag Recall Multicultural Outreach Campaign



 **CHEQUEE SU
VEHICULO**



CST cross-referenced the data from the car manufacturer's, NHTSA's urgent hotspot markets, the ratio of unrepaired cars, and high Hispanic Spanish-speaking market segments. CST and the car manufacturer decided to conduct the pilot in Grand Prairie, TX where there were a high volume of unrepaired cars in a concentrated area, a strong multi-generational Hispanic community that preferred Spanish language, highly Hispanic-affiliated cultural cues, and dealerships willing to participate. They used the experience to inform widespread campaigns in subsequent locations.

From previous work with other OEM's, CST had identified how dealerships could build trust in the community. CST's model of acculturation meant they knew that un-accultured Hispanics and other minorities, who prefer to buy previously owned cars outside the authorized dealerships, would take them to a trusted mechanic from their community or a family member. To build trusted relationships in the community and with the car manufacturer's car owners, CST organized an event at the car manufacturer's dealership in Arlington, Texas. The event proved to be mutually beneficial for the car manufacturer's and the car manufacturer car owners. The car manufacturer's owners had their airbags replaced at these events, and the car manufacturer dealerships increased their database and community trust.

Pilot Campaign Implementation

1

**Airbag Repair
Family Day
at the Dealership**

12

**community
events**

in Grand Prairie and Dallas, TX.

735

VIN's checked



Outreach:



Direct mail invitations to

1,187 unresolved VIN owners



1,538 phone calls, direct emails,
and face-to-face
conversations



Radio announcements on

KLNO & KDXX



Television interview with

Despierta Dallas
the morning of September 7th



Grand Prairie Chamber of Commerce outreach
via email and social media reached

600+ PEOPLE

Impressions: 33,218

Airbag Repair at Car Manufacturer Dealership Event

Objective: To invite unresolved Takata airbag car manufacturer owners to come to the dealer for a family day and get their airbag/s replaced. Event took place at the car manufacturer's dealership of Arlington on September 8, 2018.



Activation:

- ✓ 4-hour radio remote with music
- ✓ Celebrity appearance
- ✓ Food, games and give-a-ways
- ✓ Customer survey

Pilot Campaign Results:

289 airbags were replaced during the pilot campaign, equivalent to 24% repaired VINS between September 2018 and January 2019. A spike in repaired VINS happened at all of the car manufacturer's dealership in the Dallas area. The pilot proved that the culture and language accurate outreach campaign was an effective method in approaching the car manufacturer's owners who had not responded to previous communications. The second win of the pilot turned out to be the key elements that would inform the other campaigns.

289 airbags
replaced

The Campaign Expands to Other Markets

Takata Airbag Recall Multicultural Outreach Campaign



Multi-Regional Campaign

Based on the findings and results of the pilot campaign, the car manufacturer tasked CST with implementation of the Chequee Su Vehículo campaign in Dallas, Houston, Miami, Ft. Lauderdale, and Puerto Rico.



In-Person Outreach

CST knew that regardless of marketing, the target multicultural audience relies heavily on personal, trusted relationships with community organizations, and leaders for their decision-making. CST developed and implemented a micro-communities strategy within each city. For this effort, they relied heavily on local Coordinators who knew the community well. Coordinators recruited a local team of 5 to 8 people who attended, hosted, and planned events with the local Chamber of Commerce, festivals, and churches. Where a professional networking event might use a presentation for the call to action, a local festival benefited from an information booth. In all the events, the Coordinator and Check Your Vehicles team members checked VINS for the airbag recall.

Intentional Call to Action and Follow-Up

Whether a wide or narrow audience, all supporting materials contained the same core elements with a focused call to action and consistent messaging. The campaign sought to have a car owner check their VIN number against the NHTSA list via the Chequee Su Vehículo website. The Chequee Su Vehículo site checked for any outstanding recalls for the VIN number and then communicated how to remedy other issues with the car, beyond that of faulty airbags.

At in-person events, the Chequee Su Vehículo street team used their mobile phones to scan a car's VIN number to check for the airbag recall. Multilingual flyers with the call-to-action were left on the car's windshield when the recall was active. For folks who did not have access to a computer or mobile device, or felt more comfortable speaking with someone, the campaign secured a 1-800 number where a customer could call in and have a representative check the VIN for them. The campaign's call center answered the phone in English and Spanish.

Multilingual Website

Chequee Su Vehiculo website versions in English, Spanish, Vietnamese, Haitian Creole, Arabic, and Chinese as well as a Facebook page in Spanish all directed the car owner to input their VIN number and then provided directions for subsequent steps. CST vetted all language translation on the site with native speakers to ensure accuracy. The site uses a drop down language selector to update the language rather than rely on a browser-based translation, which can be inaccurate.



Owners with a matching VIN would receive directions on how to get their airbag(s) replaced, free of charge, by a local dealership. In-person events had contact capture methods for lead generation and coordinated hand-off for post event outreach. For other capture methods, car owners received progressively urgent direct mail postcards to refer them to a dealership.

¡LE ESTUVIMOS ESPERANDO!

Aún necesita reemplazar su **bolsa de aire defectuosa Takata** lo antes posible.
COMPLETAMENTE GRATIS.

ESTAS SON ALGUNAS FORMAS:

- Podemos recoger su carro
- Podemos enviar una unidad de reparación móvil
- Podemos programar su transporte en UBER después de que deje su automóvil con nosotros
- Podemos darle un carro prestado si necesita dejar su automóvil en nuestro Centro de Servicio por más de 4 horas

¡LLAME HOY MISMO AL 817-461-9222 PARA PROGRAMAR SU CITA!

Por favor llame para coordinar el reemplazo de su bolsa de aire defectuosa.

CHEQUEE SU VEHICULO

Cuando reemplacemos la bolsa de aire GRATIS, llenaremos su tanque con gasolina.
 1105 E. LAMAR BLVD, ARLINGTON, TX 76011

AIRBAG RECALL

Targeted Linguistic Transcreation



KEEP YOUR FAMILY SAFE.

TAKE ACTION:

Check if your vehicle
has a recalled
Takata airbag that
needs to be replaced

FOR FREE.

¿ESTÁ SU FAMILIA SEGURA?

TOME ACCIÓN:

Verifique si su vehículo
está en la lista de
reemplazo de las bolsas de
aire de seguridad Takata.

**EL REEMPLAZO ES
COMPLETAMENTE
GRATIS.**

**CheckYour
Vehicles.com**

**ChequeeSu
Vehiculo.com**

..... 1-800-813-5359



 **Chequee Su Vehiculo**
#ChequeeSuVehiculo

 **Chequee Su Vehiculo**

 **@ChequeeSuVehiculo**

 **@ChequeeVehiculo**

 **CHEQUEE SU
VEHICULO**

The vernacular used in each region
required transcreation.

Whereas translation is between languages, transcreation describes the unique vocabulary and linguistic nuances within the same language. A Spanish word in Colombia may have very different usage in Mexico. For example, before air travel featured competitive pricing, airlines competed for business based on amenities and service. For one airline, they thought leather seats would be a strong value add for customers, and their advertising in English worked well. But the vernacular of the word "leather" in Spanish is often slang for skin, so the ad in Spanish encouraged the customer to "Fly Naked" rather than to "Fly in Leather."

For the written outreach, the initial letter to customers from the car manufacturer actually used a word that translates to "retire" in Spanish. The word "recall" does not have the same meaning in other languages. For all of its written material, the CST-led campaign used a transcreation of the message that described the danger and urgency of the faulty airbags.



Videos were produced for conventional and digital media distribution, each video suite included 90, 60, 30 and 15 second versions in English and Spanish. The Spanish language video suites were produced to match the accent of the region that was targeted. For example, a Mexican accent for Dallas and Houston, Puerto Rican accent for Puerto Rico, and a neutral accent for South Florida, since the population tends to be largely South American.

For social media, which had less written copy and more strictly visual elements, the campaign used standardized vocabulary that would not have different meanings to different Spanish speakers but still utilized direct communication with strong call-to-action.



Social Media and Traditional Media Marketing

For media advertising placement that would serve a wide audience:

Local TV and radio interviews on local shows had thousands of viewers and listeners daily. In Puerto Rico, the 30-second Familia Segura video aired as a Public Service Announcement (PSA) for several months.

Commercial radio advertising complimented interview segments. In TX, the local morning TV talk show, Buenos Dias Dallas, had four one-minute interviews featuring the campaign. And on the radio, several CST Coordinators participated in radio interviews to engage listeners.

CST carefully chose local and national spokespeople. In Texas, CST worked with a celebrity DJ, who attended events at the dealerships and mentioned the campaign on her radio show and social media accounts. In Puerto Rico, CST worked with a celebrity influencer and TV show host who represented the campaign with the media. For a national digital approach, CST worked with Barbara Palacios, public speaker, author, and Miss Universe 1985, on a Spanish-language video which appealed to women caring for the safety of their families.



Bilingual Advertising Campaign in Movie Theaters:

CST implemented a movie theater media buy campaign targeting the zip codes with the largest number of unrepared VINS and minority population.

According to Nielsen*, in 2017 while Hispanics represented 18% of the US population, they represented 23% of all movie-goers. Hispanics also had the highest movie attendance rates per capita of any other racial/ethnic demographic in the US.

*Source: Nielsen Cinema Audience Report

Digital and Social Media Advertising Campaign:

- ✓ Geo-targeted and audience targeted Facebook ads
- ✓ Implemented an Over the Top (OTT) media strategy that included geo-targeted websites, and other digital media placements where users would not have to subscribe or log in to the specific site
- ✓ Worked on a media buy strategy with Univision for banners on the website and used local radio stations in Houston, Dallas, Miami and Puerto Rico as a call to action to check VIN numbers on Checkyourvehicles.com or to call a 1-800 number set up by CST to answer calls in Spanish and English.

Implementation



 **CHEQUEE SU
VEHICULO**

- ✓ Bilingual call center
- ✓ Community outreach
- ✓ Dealership events
- ✓ Direct mail
- ✓ Sponsorships
- ✓ Local community events
- ✓ Local outreach teams
- ✓ Local, regional and national influencers
- ✓ Media Interviews
- ✓ Media relations
- ✓ Movie theater advertising
- ✓ Radio spots
- ✓ Online advertising
- ✓ Remote airbag repair days
- ✓ Social media
- ✓ Social media management and advertising and media buy





**Online Advertising
(Univision.com)**

1,037,994 impressions

1,665 ad clicks linked to the
ChequeeSuVehiculo.com



53 Radio Interviews:

Across **Puerto Rico,**
South Florida and **Houston**



10 TV Interviews:

In **Puerto Rico**
and **Dallas**



14 Facebook Live
Interviews

The campaign was invited to FB Lives
by accounts based in

Puerto Rico,
Miami and **Houston**

Outcomes:

145 Events across the four target markets from June 2019 to March 2020.

Number of calls to CST's bilingual call center:

2,144 calls were received in CST's call center. 96% of the calls were in Spanish, and from Puerto Rico.

Number of website page views:

152k 87% from mobile phones

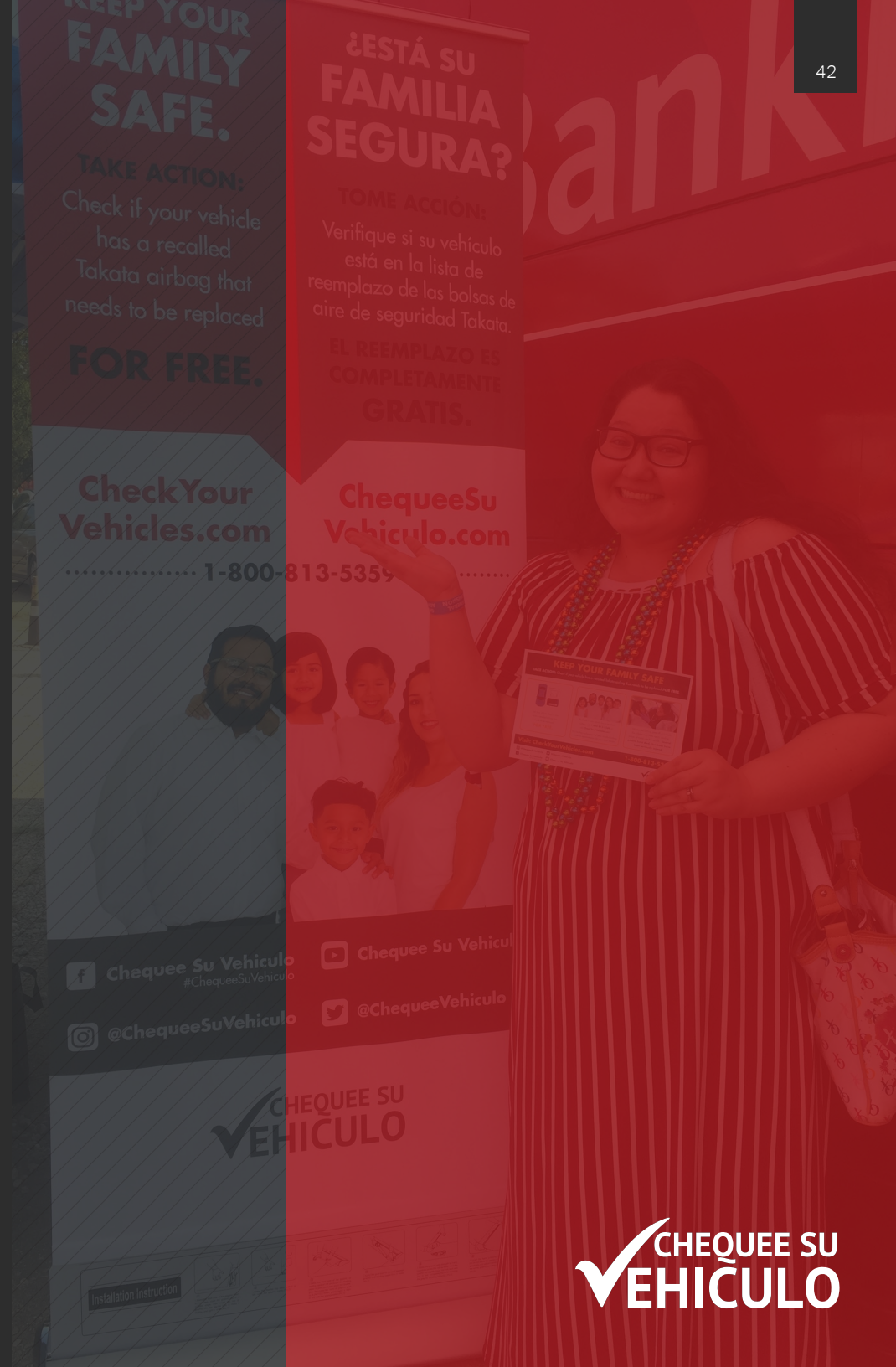
Number of website page visitors:

52k 71% from Puerto Rico

Number of VINs checked:

22,684
8.5% car manufacturer vehicles

Results



Percentage of Airbags Replaced

As of December 2020, CST's campaigns in Puerto Rico, Houston, Dallas, and South Florida, as well as car manufacturer's other local ongoing outreach strategies, led to the following percentage of airbags replaced per market:

✓ Puerto Rico 30%	✓ Houston 31%
✓ South Florida 20%	✓ Dallas 37%

Beyond the success of the marketing campaign in terms of repaired airbags, the campaign celebrated secondary impacts when events and targeted advertising led to greater community engagement for dealerships, which translated into a previously unreached customer population, increased demand for service center repairs, and overall improvement in safety awareness.

Replication

Best Practices for Multicultural Marketing

Takata Airbag Recall Multicultural Outreach Campaign



Multicultural marketing in the US has been haphazard at best. Adding a person of color to a photo shoot does nothing to promote inclusivity or belonging. Currently, in an era of micro-targeting where a campaign can reach any segment, there is every opportunity to highly personalize all components. For multicultural target audiences, and first, second, or third generation immigrants particularly, teams can use data and traditional media to reach audiences.

But the nuance of the messaging itself must be grounded in acculturation level and linguistic nuance. CST's approach is borne of deep experience and staying closely attuned to multicultural America. Remaining connected to communities means CST can create singular marketing materials to best appeal to their sensibilities. By analyzing the communication, linguistic, and cultural mores in a region, CST crafts high touch, high impact campaigns. At the outset of its work with the car manufacturer, CST knew it needed to approach each market with a keen eye toward the local populations, with a multi-tiered strategy that would meet several acculturation levels. Community-building and relationship-building events and in-person outreach appealed more to isolated audiences who rely heavily on personal bonds.

Campaign Strategies by Level of Acculturation

Strategy	Isolated	Acculturated & Assimilated
✓ Endorsements	<ul style="list-style-type: none"> • Celebrities, community influencers such as priests and pastors 	<ul style="list-style-type: none"> • Celebrities, community influencers such as priests and pastors
✓ PR Strategy	<ul style="list-style-type: none"> • Word of mouth • Local TV and radio interviews in Spanish 	<ul style="list-style-type: none"> • Word of mouth • Press releases
✓ Direct Outreach	<ul style="list-style-type: none"> • Emails to pastors and proests 	<ul style="list-style-type: none"> • Emails to HR directors of big corporations
✓ Media	<ul style="list-style-type: none"> • OTT • Radio ads • Billboards (Only in Grand Prairie) • Movie theaters • Geo-targeted ads in Spanish • Social Media 	<ul style="list-style-type: none"> • OTT • Movie theaters • Social Media
✓ Social Media	<ul style="list-style-type: none"> • Facebook ads in Spanish • Instagram posts 	<ul style="list-style-type: none"> • Facebook ads in Spanish and English • Instagram posts
✓ Events	<ul style="list-style-type: none"> • Community festivals with booths • Conferences and trade shows with professional organizations • Church events • Dealership events 	<ul style="list-style-type: none"> • Community festivals with booths • Conferences and trade shows with professional organizations • Dealership events
✓ Partnerships	<ul style="list-style-type: none"> • Churches • Community centers • Nonprofit organizations 	<ul style="list-style-type: none"> • Chamber of Commerce • Professional networking organizations
✓ Branding	<ul style="list-style-type: none"> • Branded swag in Spanish 	<ul style="list-style-type: none"> • Branded swag in Spanish
✓ Language	<ul style="list-style-type: none"> • Spanish or other native language 	<ul style="list-style-type: none"> • English
✓ Direct Mail	<ul style="list-style-type: none"> • Letter size mailers in Spanish 	<ul style="list-style-type: none"> • Letter size mailers in Spanish and English
✓ Call To Action	<ul style="list-style-type: none"> • Education • Urgent transcreated messaging • 1-800 number to a live operator • Local dealership repair center • On-site airbag replacements (Only Puerto Rico) 	<ul style="list-style-type: none"> • Education • Urgent transcreated messaging • Self-guided website VIN checking • Local dealership repair center
✓ 1-800 Number	<ul style="list-style-type: none"> • Answering calls in Spanish 	<ul style="list-style-type: none"> • Answering calls in Spanish and English

Campaign Photos



47





THÔNG BÁO KHẨN CẤP VỀ VẤN ĐỀ AN TOÀN

Nhóm chuyên viên đặc trách việc kiểm tra và Thu Hồi Túi Khí Takata Trên Xe đã kiểm tra xe của quý vị và kết luận rằng XE CỦA QUÝ VỊ CÓ LỖI TÚT KHÍ DO TAKATA SẢN XUẤT VÀ CẦN ĐƯỢC THAY THẾ NGAY LẬP TỨC. CHƯƠNG TRÌNH THU HỒI ĐANG DIỄN RA.

NẾU XE CỦA QUÝ VỊ LÀ XE BMW, VUI LÒNG GỌI 1-866-559-8425 ĐỂ ĐẶT HẸN SỬA CHỮA.

Vui lòng gọi đến một đại lý ủy quyền ngay lập tức để LÊN LỊCH SỬA CHỮA MIỄN PHÍ.

Túi khí cần thay thế:

- ☐ Lái xe
- ☐ Hành khách
- ☐ Cột

紧急安全信息

“高田安全气囊召回”团队已经检查了您的车辆，并发现该车辆配有列于气囊召回队伍中的有缺陷的高田气囊，该气囊需立即进行更换。

如果您的车辆是宝马系列，请致电 1-866-559-8425 预约维修。

请立即致电授权经销商，以便安排免费维修。

需要更换的安全气囊：

- ☐ 驾驶员座
- ☐ 副驾驶座
- ☐ 车门

SA SE YON MESAJ SEKIRITE KI VREMAN IJAN

Gwoup verifikasyon machine ki rele Airbag Takata lan te cheke machine ou, yo te verifye machine ou, e machine ou gen yon AIRBAG TAKATA KI DWERANPLACE IMMEDIATEMEN.

SI MACHIN OU SE YON BMW, TANPRI RELE NAN 1-866-559-8425 POU PRAN RANDEVOU POU FÈ REPARASYON.

Tanpri rele yon ajan otorize imedyatman pou pwogram REPARASYON AN GRATIS.

Ranplase Airbag la:

- ☐ Chofe
- ☐ Pasajè
- ☐ Pòt

رسالة عاجلة خاصة بالسلامة

قام فريق فحص المركبات واستبدال أكياس الهواء المعبأة من صنع تاكاتا بفحص مركبتك، وقد أخطرت مركبتك على أكياس هواء معيب مصنوع من شركة TAKATA، وهو بحاجة إلى الاسترجاع والاستبدال على وجه السرعة.

إذا كانت مركبتك عبارة عن سيارة BMW فالرجاء الاتصال بالرقم: 1-866-559-8425 لتحديد موعد للإصلاح.

يرجى الاتصال بالموزع المعتمد على الفور لجدولة موعد للإصلاح الجاني.

استبدال أكياس هواء:

- ☐ سائق
- ☐ راكب
- ☐ باب

Biển Số Xe
车牌号
Nimewo Plak La
رقم لوحة المركبة



2018 - 2020



Takata Airbag Recall Multicultural Outreach Campaign

Campaign Developed and Implemented by



Culture Shift Team



Culture Shift Team

About Culture Shift Team

The Culture Shift Team is a consulting agency of leading experts in multicultural marketing, public relations, community engagement, customer experience, and diversity strategy. Our mantra is the Platinum Rule: "Treat others the way they would like to be treated." We help our clients create value around this model. Each engagement delivers a customized, results-oriented plan to meet our client's objectives. Our goal is to help you build lasting, sustainable relationships with your internal and external customers and stakeholders.

cultureshiftteam.com