

Retooling Recalls: Getting to 100% Completion

Public Awareness and Education

Breakout Session Notes

April 28, 2015

Objective(s):

Using public awareness and education, how do we get to 100% recall remedy rates?

- Identify current barriers and challenges to potential recall public awareness and education campaigns
- Provide solutions to current barriers and challenges to potential recall public awareness and education campaigns

Background:

- Memorable Ads:
 - McDonald's Big Mac
 - Mmm Mmm Good
 - Give Me a Break, Give Me a Break
 - I'd like to teach the world to sing...
 - I wish I were an Oscar Meyer Weiner
 - Vince and Larry Campaigns (at Smithsonian)
- Characteristics of memorable and effective ads
 - Great branding
 - Spent a lot of \$\$\$\$
 - Repetition
 - Music/jingle
 - Uniqueness
 - Visual/auditory imprint
 - Emotional content
 - Cuteness/Sexiness appeal
 - Taps into personal experiences
 - Presents something familiar with a twist

Challenges:

- Harder to get peoples' attention
- Knowing the product well, and what you are trying to sell—What is the message?
- credibility of the message/messenger
- Too many fakes/frauds
- Timing and association with a behavior
- Trying to associate car repairs with safer loved ones
- Graphic images
- Relevance ad to what is being advertised (e.g., jingles don't always directly relate to the product)
- Making the message positive (auto repair is not necessarily positive, although the results are)
- Inundation with recall notices on all kinds of products
- Difficult to personalize some experiences (e.g., airbags inappropriately deploying)
- Having a tangible icon for the recall process
- Need to promote the process better
- No sense of urgency in the recall message
- Younger generation doesn't necessarily look at the vehicle as a repairable product—vehicles are much sturdier and safer these days, so you don't need to repair it
- No instant gratification—no direct connect to a dealer authorized to do the repairs
- Actually making contact with the consumers/relates to getting their attention
- Time investment—how long will it take to fix?
- Lack of familiarity with the recall process; sometimes you don't know what to do when you actually get a recall
- No obvious and immediate consequences if consumer doesn't follow through with the recall/repair
- Emphasizing the responsibility of the consumer when they receive a recall notice, especially when consumers may feel it is not their fault—it is a faulty product
- Consumer purchasing a vehicle may not have access to any types of recall data (with used cars)
- Consumers are keeping vehicles on average 11 years now—how many more repairs are they realistically going to make before trading in for a newer vehicle?
- It is a challenge to identify values (e.g., wearing seat belts) with different groups
- What do we do about older cars? Who pays for the recall/repair with older vehicles?
- For older vehicles that have been repaired, consumer doesn't know what parts were used.

Possible Solutions:

- Different delivery method for recall notices (e.g., magnetic label with specific message that goes in the vehicle and dealer removes it when repair is made).
“RECALL NEEDED: IMPROVE SAFETY This vehicle has a safety-related defect. Please take this vehicle to the dealership for recall repairs to improve safety for your family and you. Thank you. NHTSA www.safercar.gov”
- Tapping into the teen domain with texting and social media
- Recall icon (e.g., Reggie Recall)
- Elevate the recall issue (e.g., like drunk driving and wearing seat belts)
- Emphasizing the importance of the issue
- Have a consequence associated with not following through with the repair
- Incentivize the consumer when following through with repair
- Need to do a better job at explaining the process to the consumer—NHTSA’s job; what should the consumer expect when they receive a recall notice
- Provide recall data when consumer first purchases the car (with used cars)
- Do a better job at identifying values with specific populations (e.g., younger adults vs older adults, etc...)
- More peer to peer messages
- Leveraging technology to reach the younger audiences
- When dealers purchase trade-ins, they could devalue the vehicle based on the number of outstanding recalls
- Use bar codes/ QR-codes; smart phones can scan and find out about outstanding recalls