

KINTO

Brand
& Beyond

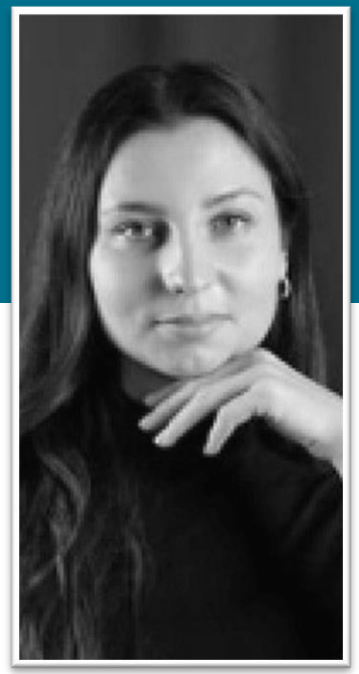
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Meet the team

OLESSIA

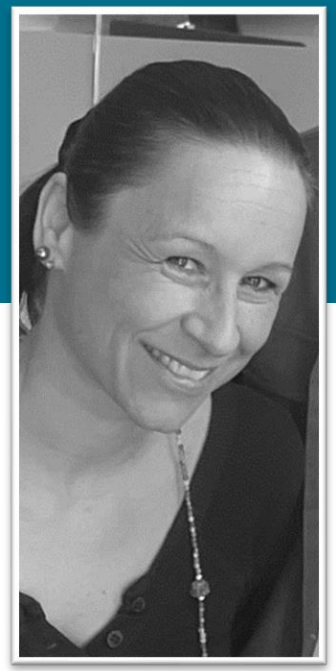


LARA

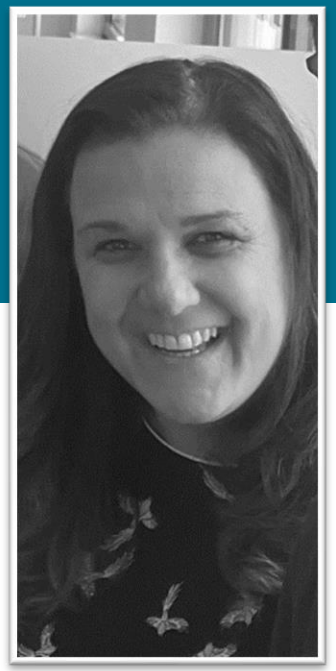


Brand Strategy & Marketing

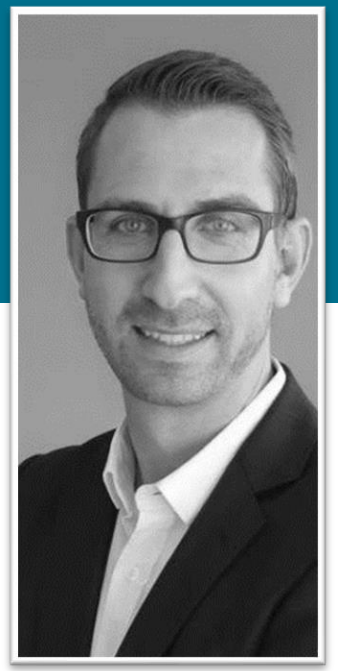
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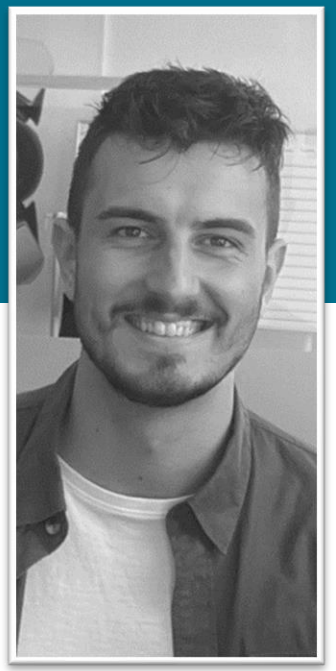
TINEKE



FLORIAN



CLEMENT

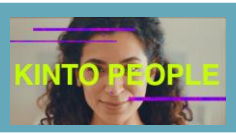


Digital Marketing & CRM

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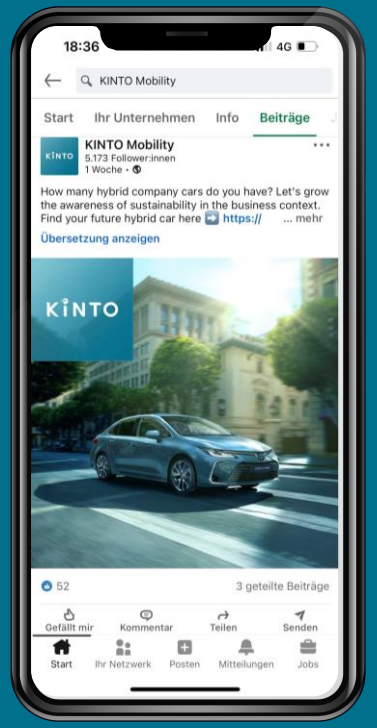
KINTO Brand status

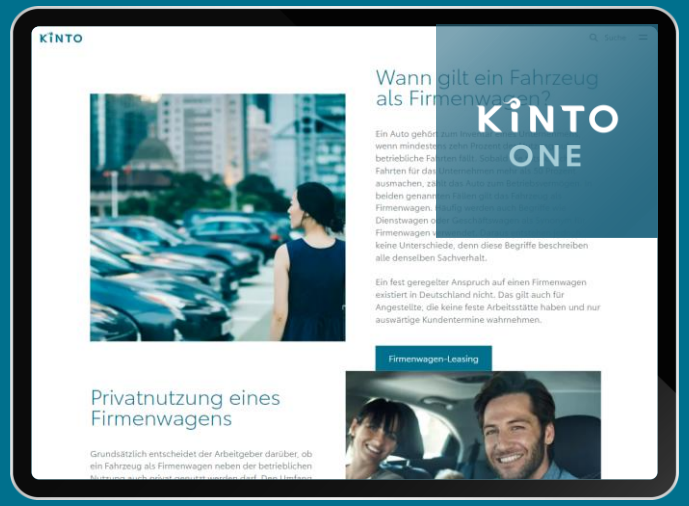
	2019	2020	2021	2022
BRAND LAUNCH	 "Move Like Magic"	 "Tap&Drive" "Swap&Go"	 "We are KINTO"	 One, Join
WEB PRESENCE	First KINTO websites Tridion-based	Rollout further markets	Migration & Rollout AEM websites	URL consolidation
MARKETING & COMMUNICATIONS	Marketing activation limited and focused on few markets only			

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Challenges towards a strong Pan-Eu brand





Consistent Brand approach
Strong initiatives from markets

Good start but slow start

Interaction between
Master brands & Phantom brand

Clarification of R&R / Resources

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Challenges towards a strong Pan-Eu brand

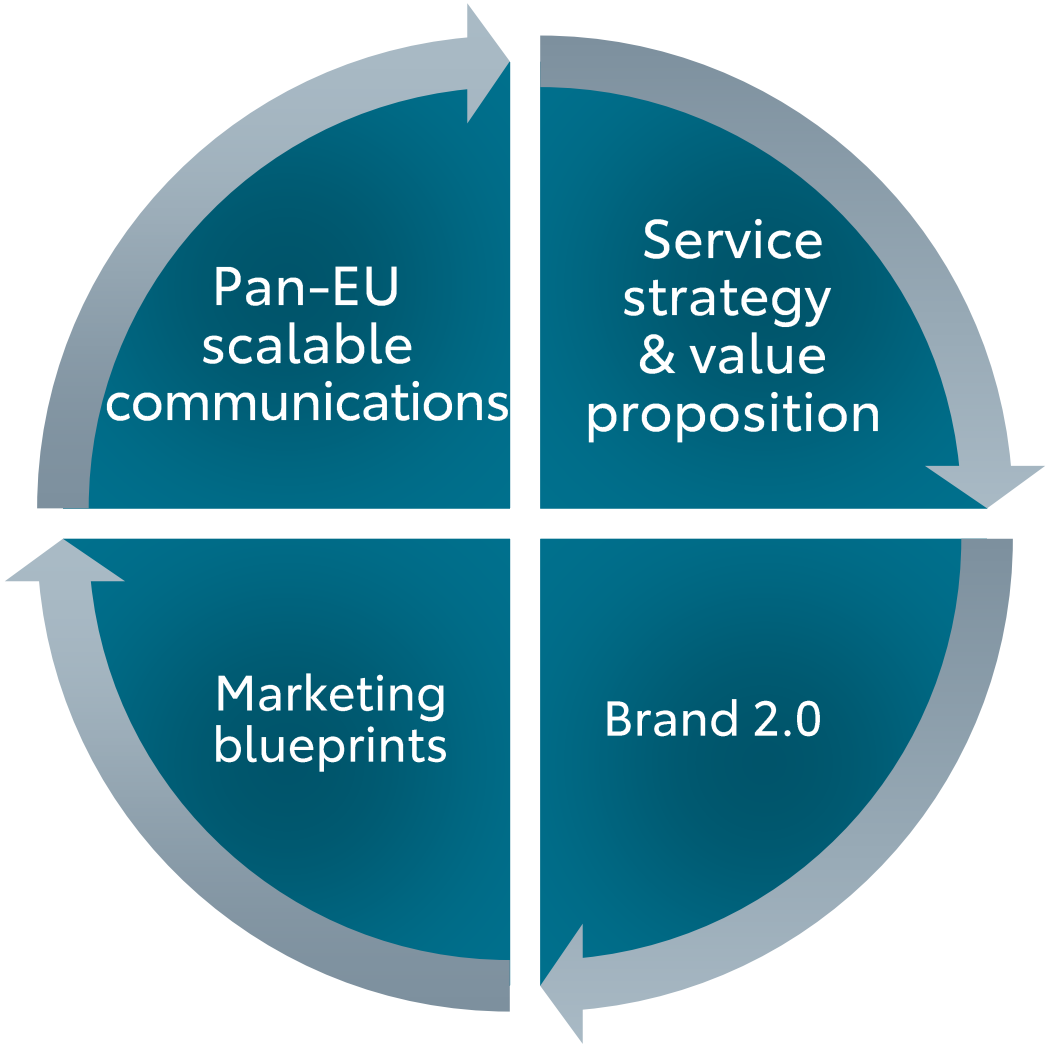


No unified, fragmented brand & marketing proposition

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The enablers towards a strong Pan-Eu Brand



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KINTO Brand 2.0



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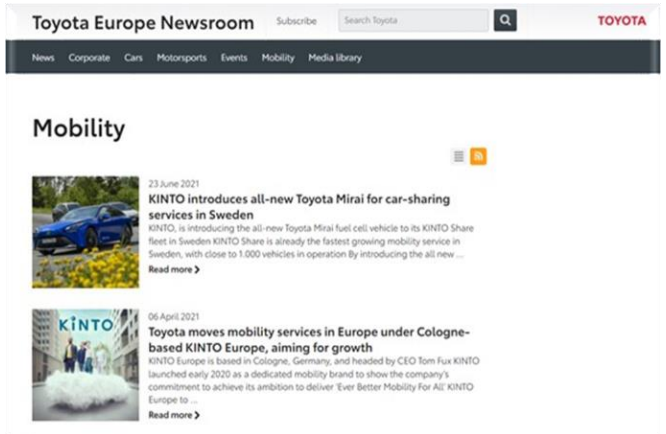
Launch of a new brand

PHANTOM

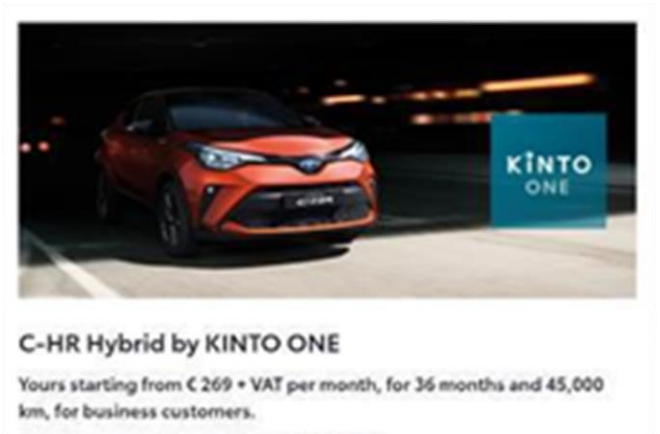


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Phantom brand interaction with master brands



Toyota-Lexus corporate environment



Customer facing communication



Sponsorships - events

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Level up Phantom brand – Master brand interactions

IRONMAN



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’22–’23 brand deliverables

BRAND POSITIONING 2.0

- Brand promise & values
- New brand campaign

BRAND GUIDELINES 2.0

- Global standards & usage
- Integration into Toyota/Lexus eco-system

BRAND GOVERNANCE

- Trademark license 2.0
- All entities to sign by ’23
- Full compliance

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Brand journey

KINTO 2.0

- Brand & services campaigns
- Corporate assets

- Build brand awareness
- Conversion / Transaction
- Media investments

KINTO 3.0

- Build reputation

2023

2024

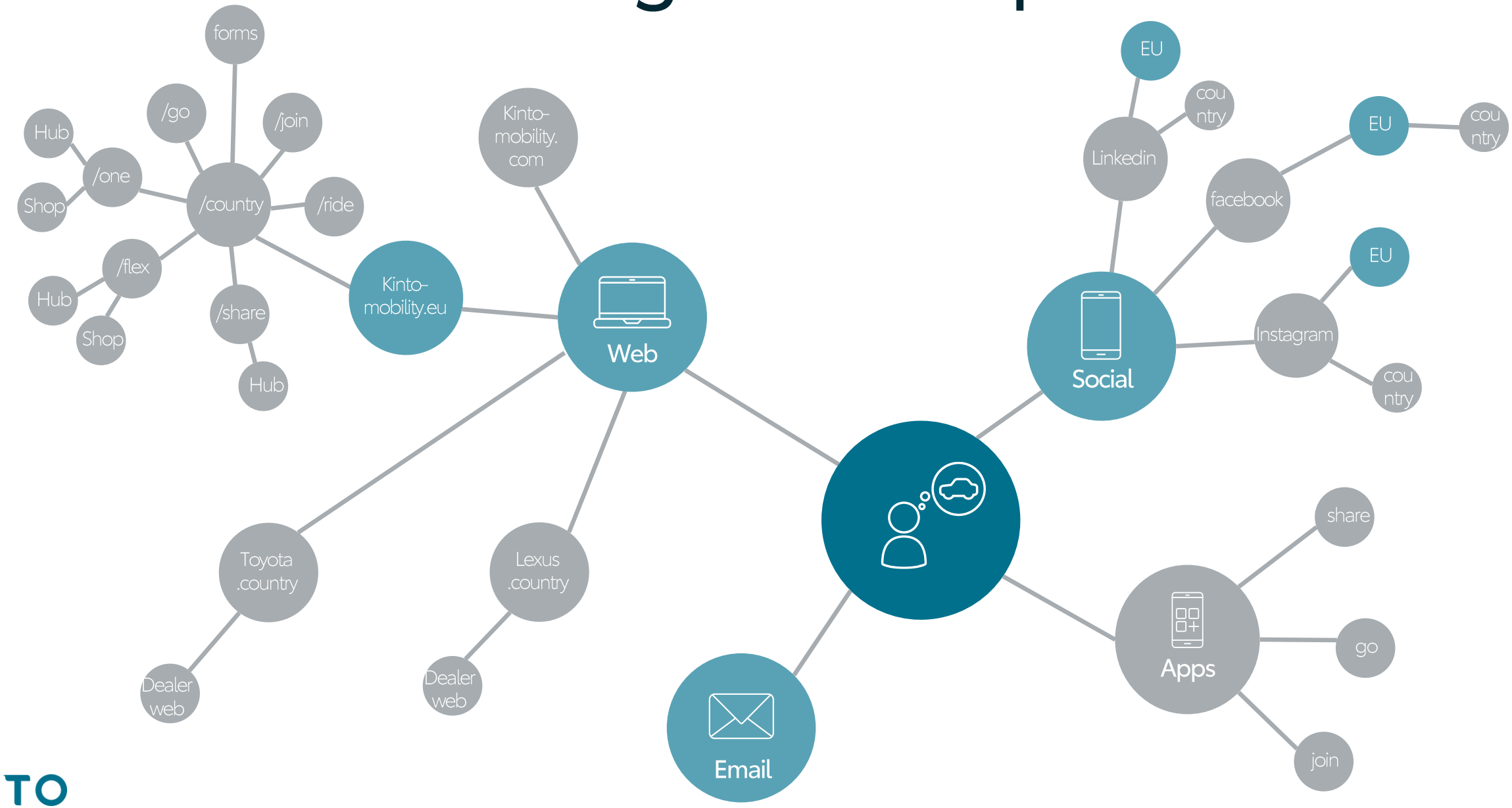
★ “Paris24”

2025

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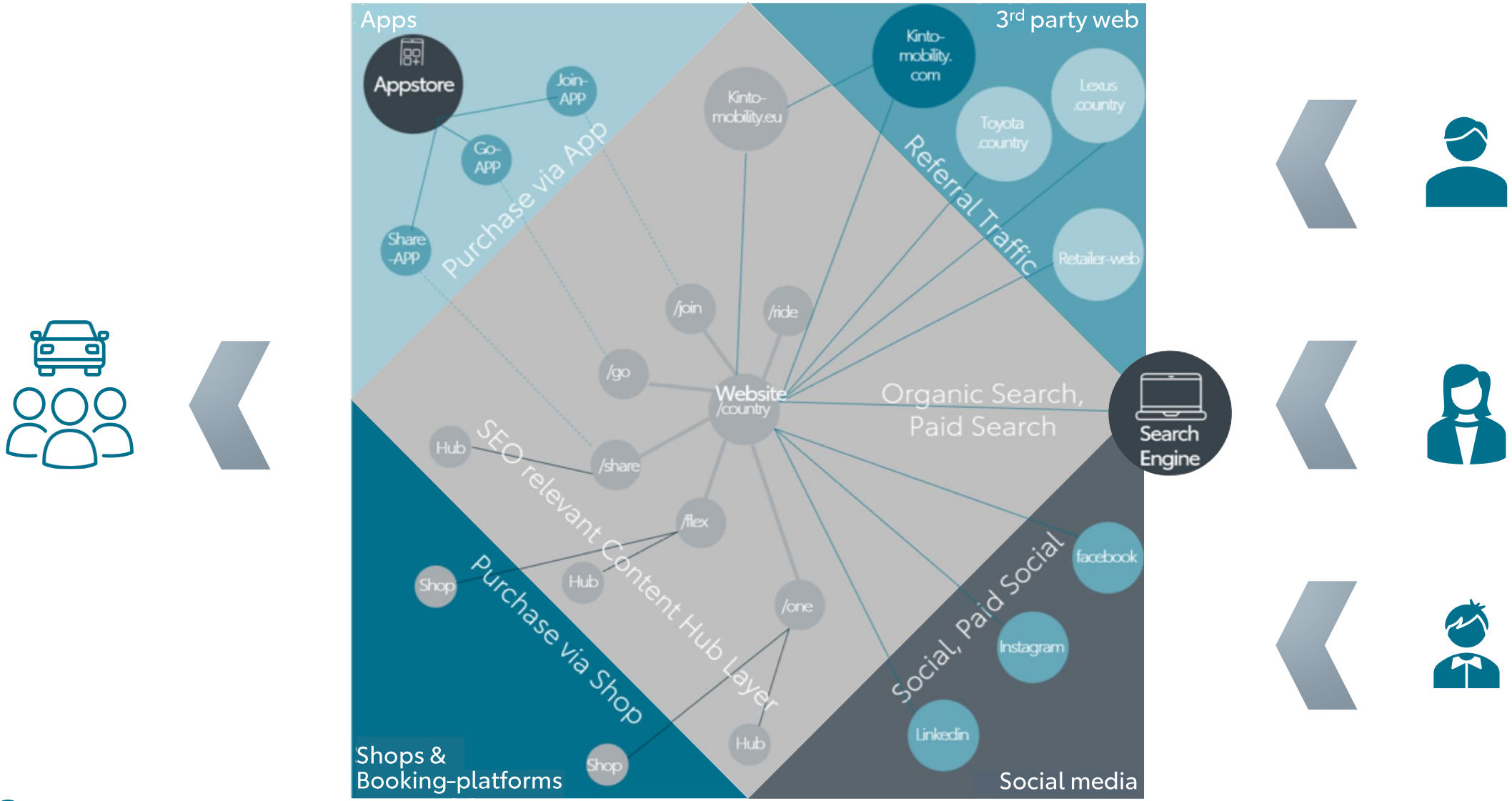
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KINTO in digital touchpoints



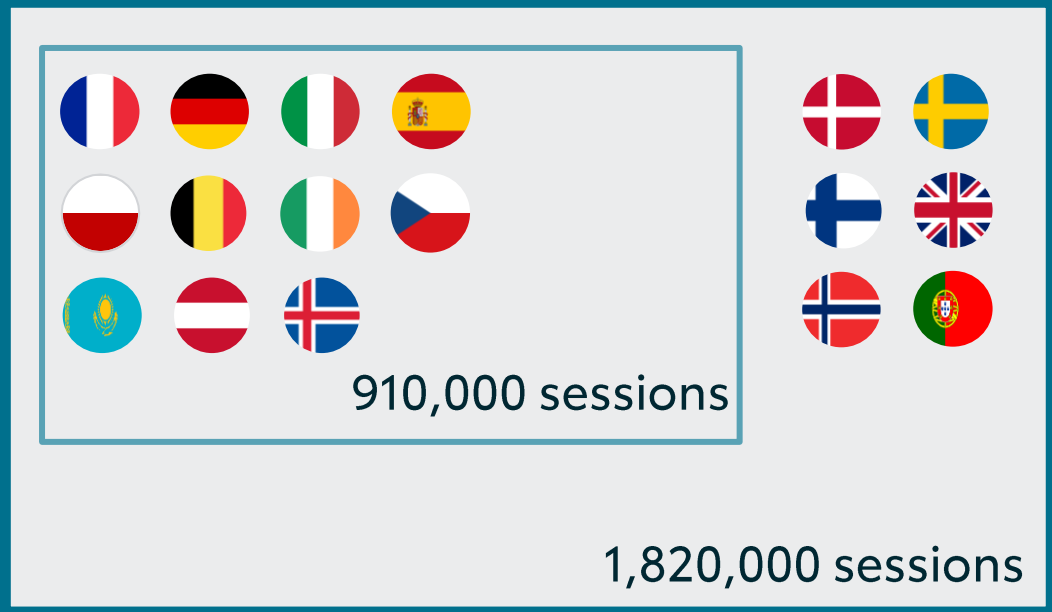
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Customer´s digital access to KINTO



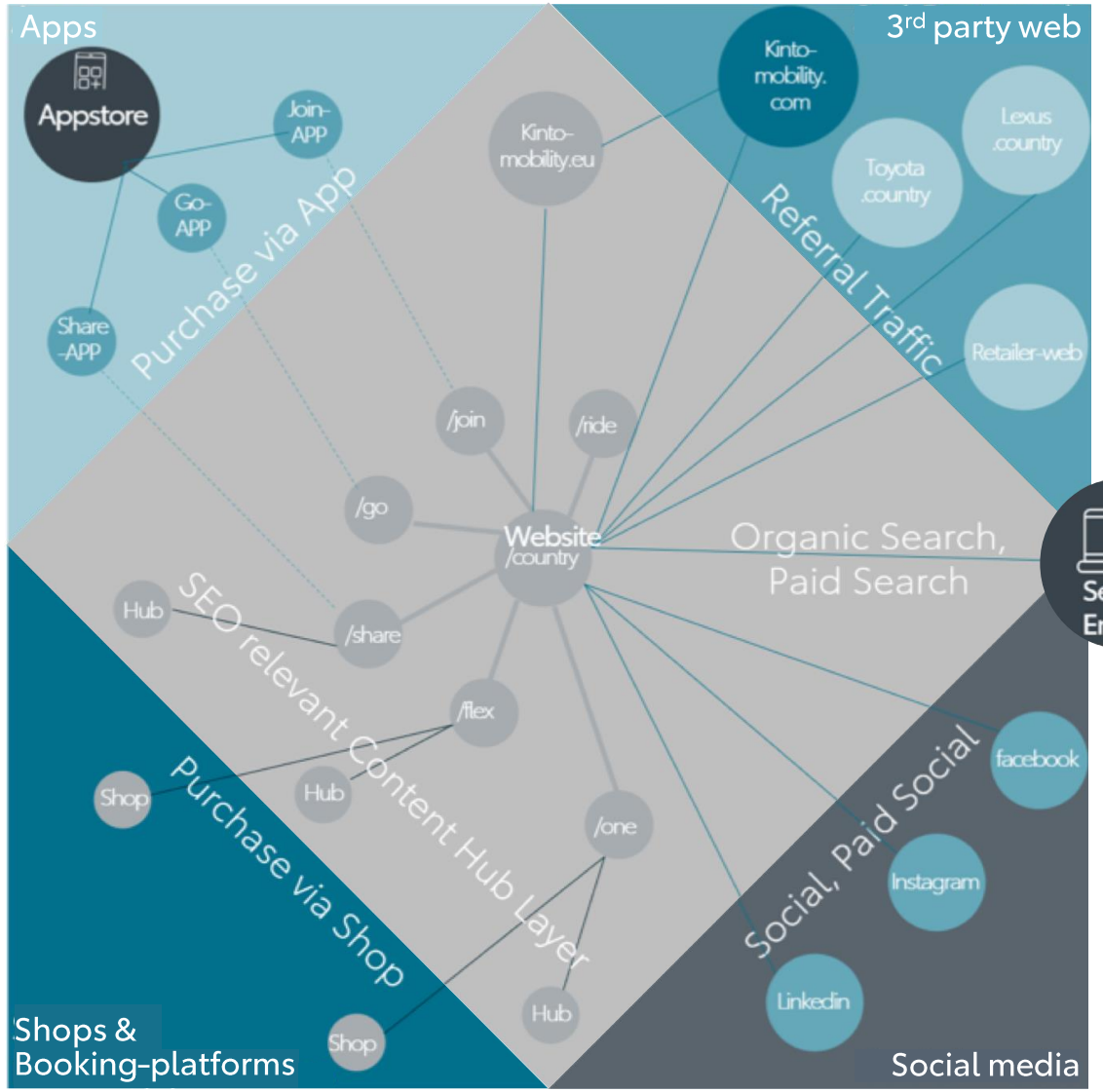
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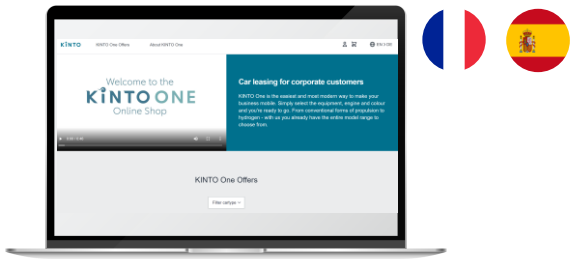
FY 22-23 objective for web traffic



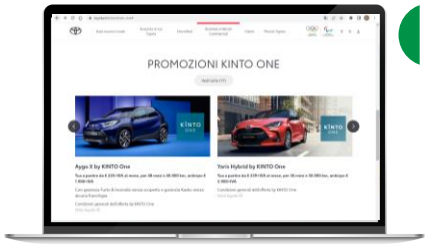
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Implementation & Activation

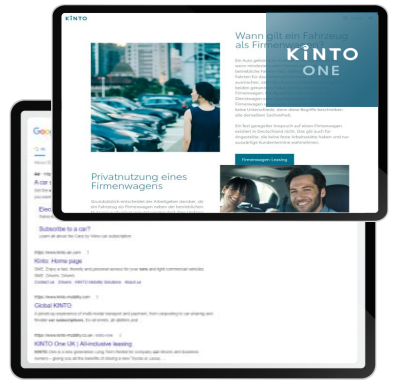




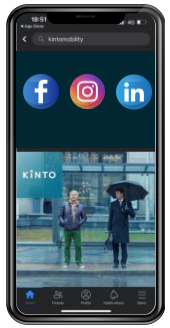
Offer filter



Referral traffic



Search engine optimization

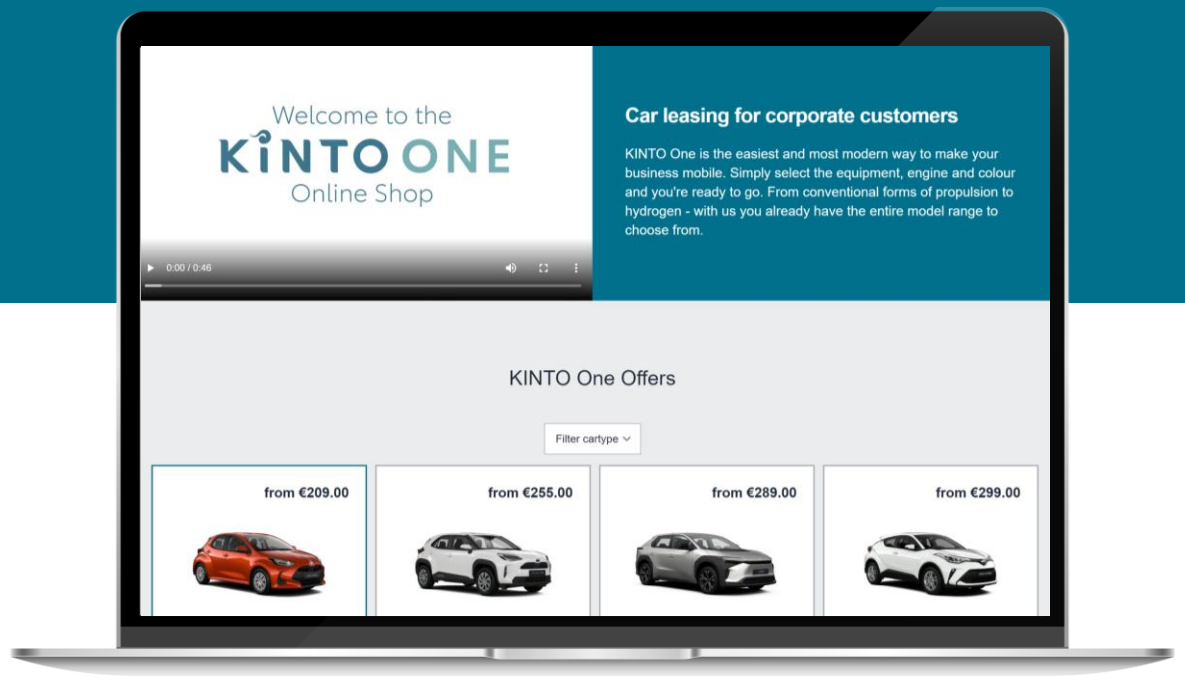


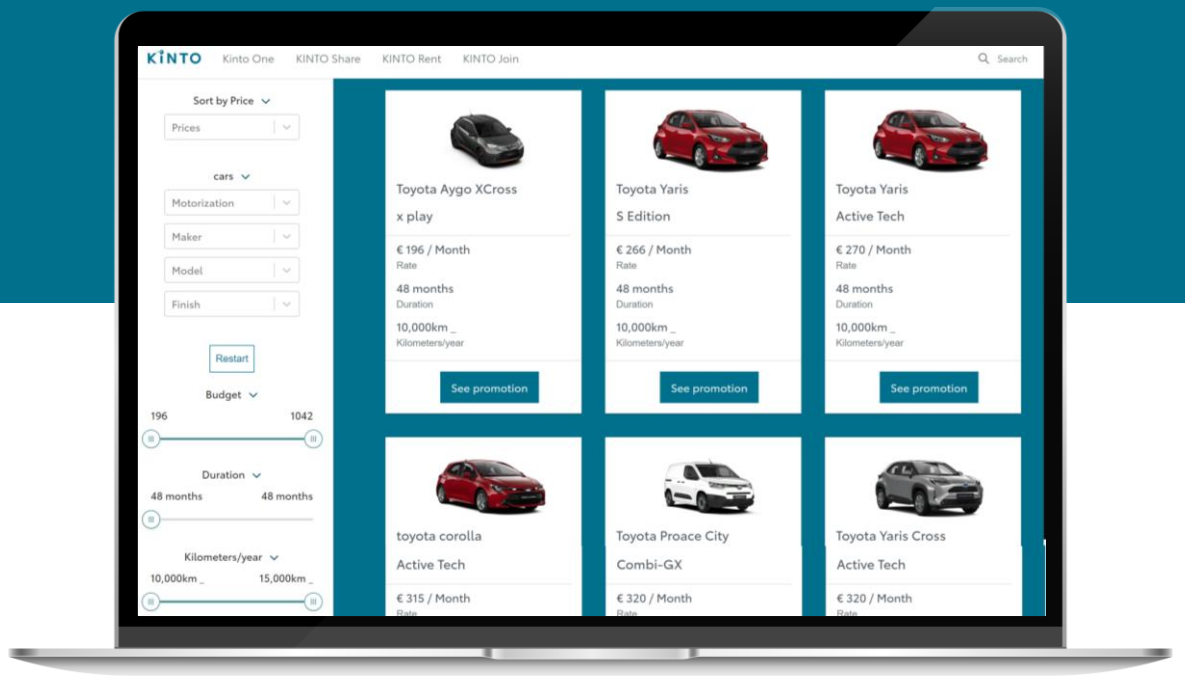
Social media

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KINTO One - Online retailing pilot

“Test before invest” - Approach





Webshop

(www.kinto-mobility.eu/de/de/kinto-one)

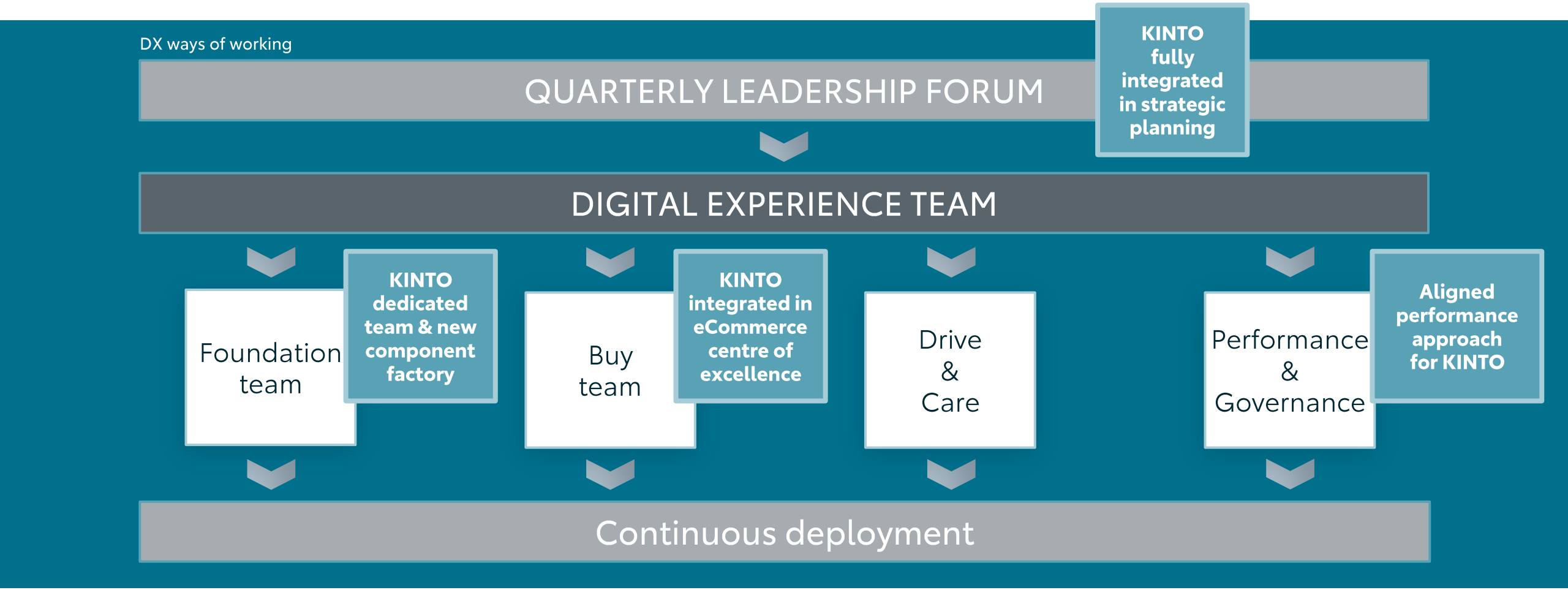
Offer filter

(www.kinto-mobility.eu/fr/fr/kinto-one/offre-professionnels)

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AEM: KINTO & Toyota Digital Collaboration as one team



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KINTO One: Part of OneToyota eCommerce vision

Deliver an end-to-end purchasing experience

For any product, through any purchase route, at any touchpoint

any product	any purchase route	any touchpoint
New Used Parts & Accessories Other value chain	B2B & B2C Cash Finance Subscription / Lease	Online Showroom CRM One App

Convenience, flexibility, transparency and ease of doing business

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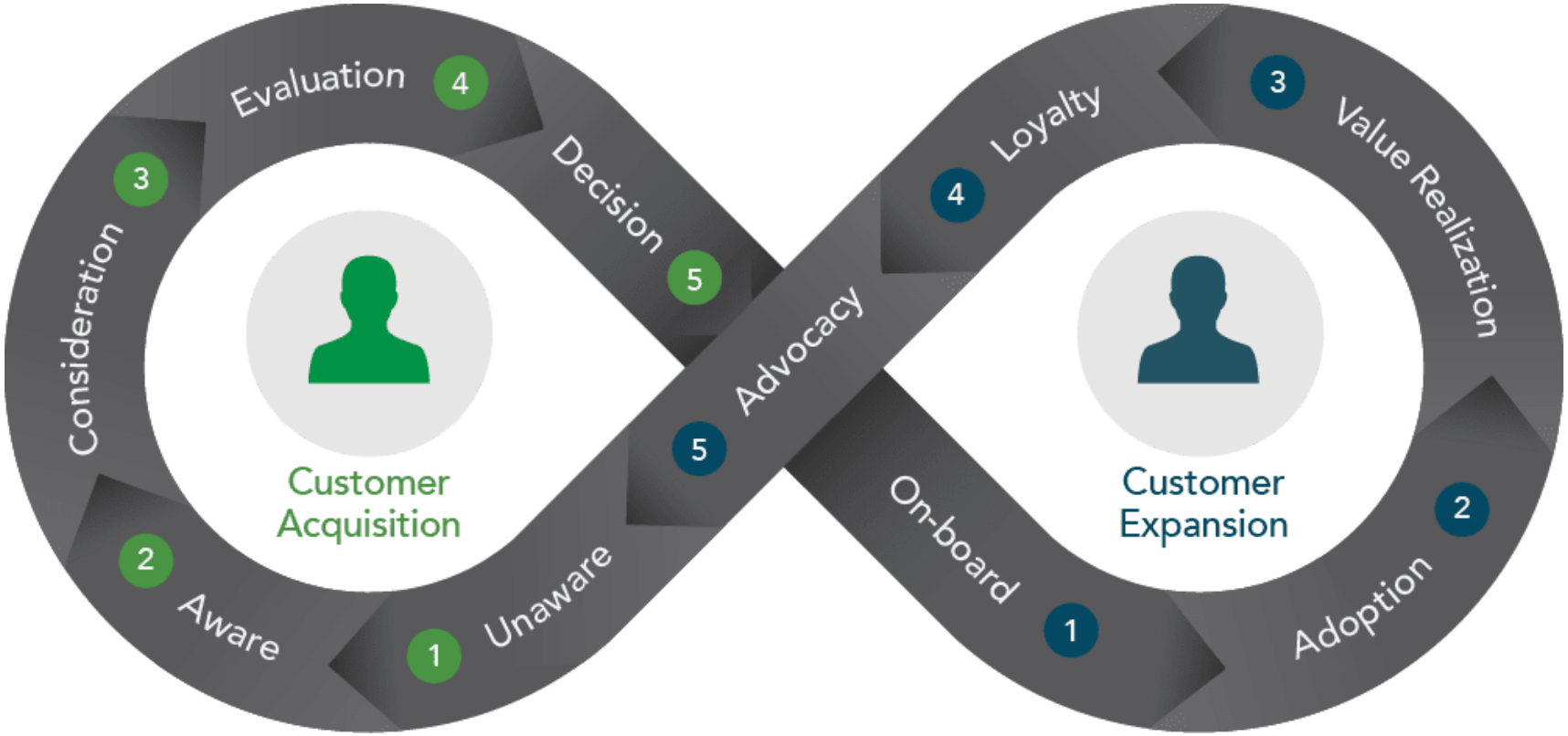
Engaging our customers through individualised & automated communication @ scale



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KINTO customer engagement strategy



Automated marketing throughout the entire customer journey

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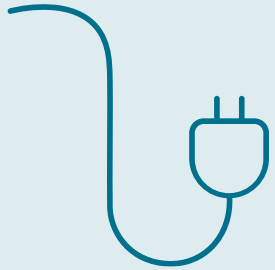
Automated marketing for growth on all levels



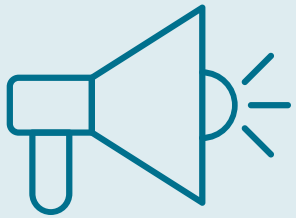
Satisfaction



Revenue



Efficiency



Reach



Insight

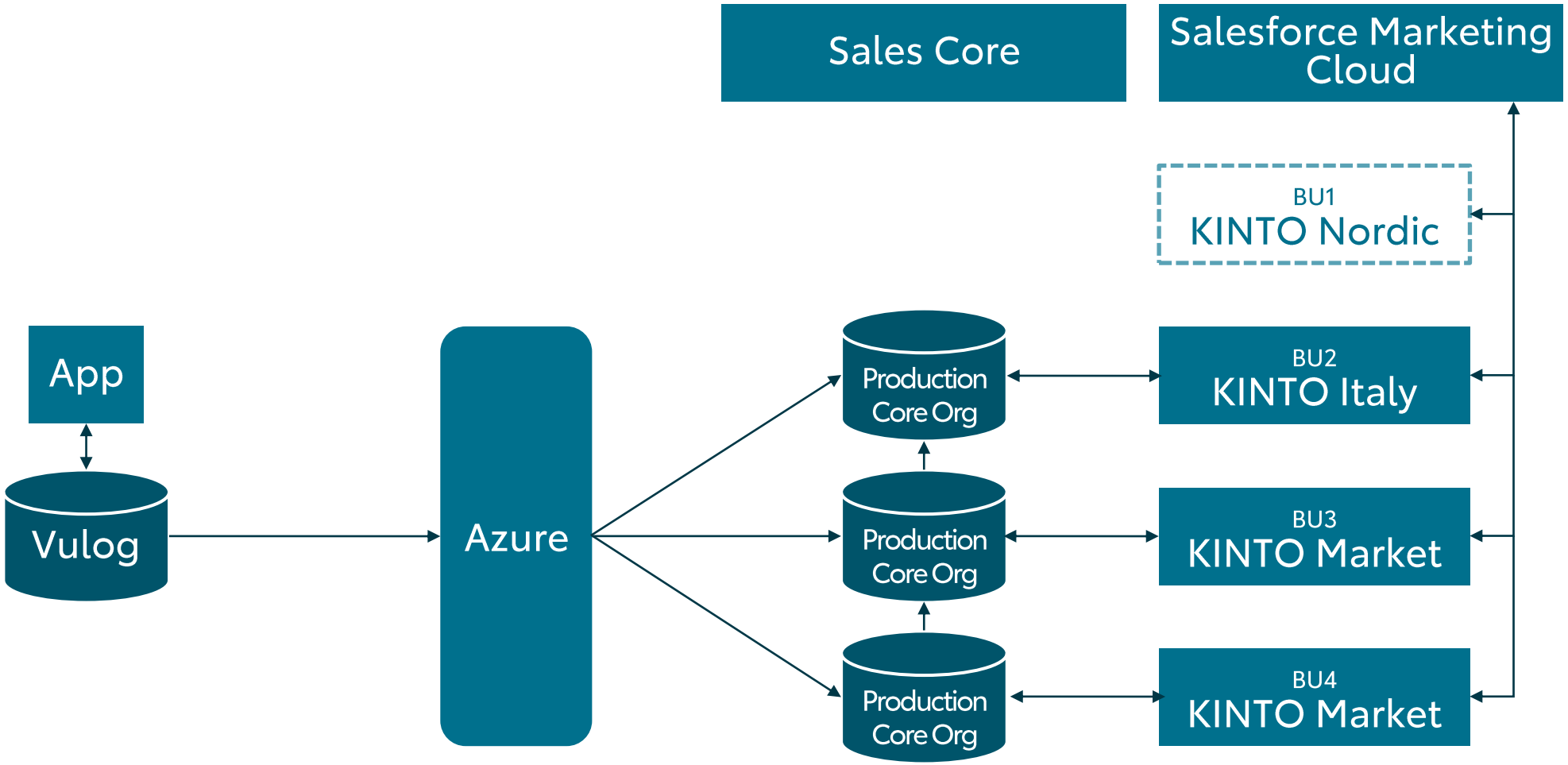


Measurement

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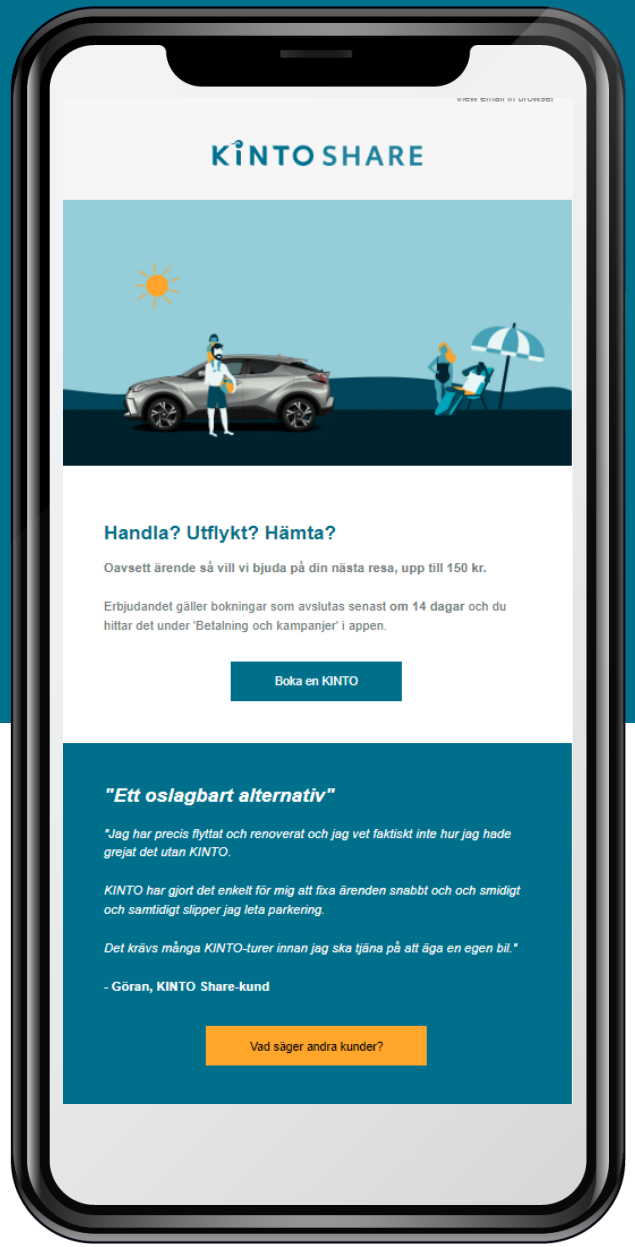
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SFMC as part of the pan EU IT set up with individual market business units



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KINTO Approach



- Apply best practice from KINTO Sweden
- Reuse existing template in SFMC

Set up EU journeys as standard examples for markets to localise

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Automated marketing: next steps

What will be provided to you?

- Best practice journeys
- Templates for local campaigns
- Configuration of campaigns
- Transactional triggers
- User access management
- Tracking & analytics

What is required from you?

- Product alignment with KINTO Europe
- Localization
- Coordination of local campaigns
- Onboarding & Training
- Check analytics

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First market pilot: KINTO Share Italy

June

Salesforce set up

Dedicated scrum team set up

June

First journey configuration: Activating sleepy users



July

Localisation and launch 1st journey

Define requirements for KINTO FLEX UK

August

Accelerate & deliver standard EU journeys on monthly basis



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Brand introduction in new countries

Step 1

MOBILITY STRATEGY

Confirm strategy/ included in MTBP

Sign business license

Step 2

PRODUCT

Kick off the services business plan



Step 3

APPROVALS

Product approval (Use-case, business case, platform)



Step 4

LEGAL

Trademark license agreement



Step 5

DIGITAL

AEM

Social media

Integration Toyota & Lexus

Website content

Tracking



Step 6

MARKETING

Launch planning

Media plan

Marketing assets



Step 7

LAUNCH

Launch campaign

PR event & release

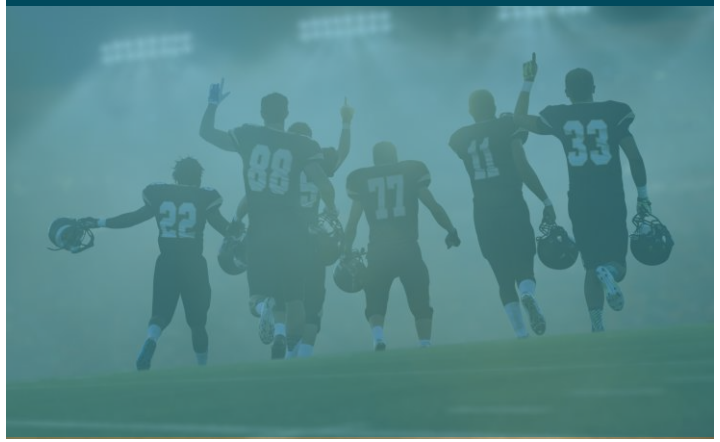


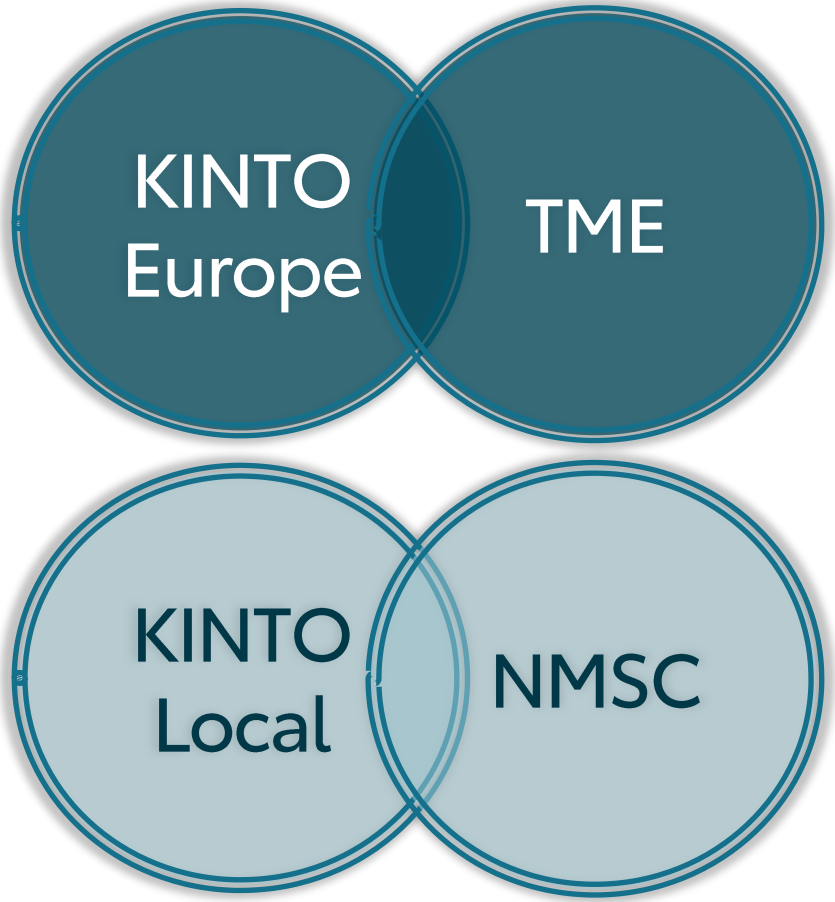
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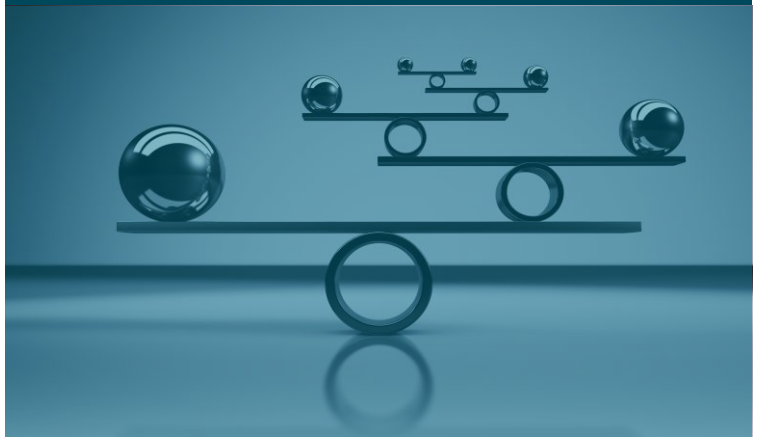
Marketing organisation

One Team
Brand, Marketing, Digital & PR





Install counterparts with KINTO EU for marketing activities



NMSC to take ownership and define roles & responsibilities

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Marketing budget direction



NMSCs to use a minimum of 2,5% of the marketing budget for KINTO by ’23

2023

NMSCs to use up to 5% of the marketing budget for KINTO by ’25

2025

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