



CHALLENGE

Long a leader in the automobile insurance category, AAA of Northern California, Nevada and Utah began to experience erosion in market share. Extensive research suggested that failure to effectively differentiate the brand as one of the root causes.

PROJECT OBJECTIVE

Develop an integrated marketing platform for the entire enterprise that will effectively enhance and differentiate the AAA brand.

RECOMMENDED PROGRAM

AAA Greenlight™ Initiative

OVERVIEW

ADC Partners developed and implemented the Greenlight Initiative. Launched in 2005, the Greenlight Initiative positions AAA as a leader in promoting the development and understanding of new automotive fuels and fuel-related technologies such as hybrids.

AAA has traditionally been the place where drivers turn to for unbiased information related to their cars. By leveraging this position to the rapidly evolving field of alternative fuels and efficiency technologies, AAA has been able to tie its brand closely to the future of the automobile. Key components of the Greenlight Initiative include:

- Operations: AAA fleet of 314 vehicles converted to Hybrid Electric, resulting in a fuel economy increase from 25 mpg to 45 mpg. Company-owned tow trucks adopting biodiesel in 2008.
- Events: ADC helped produce a 117 mile road rally featuring an array of alternative fueled vehicles, including plug-in hybrids, natural gas, propane, hydrogen, biodiesel, and others.
- Employee Programs: Training materials, contests and education forums provided employees with essential insight in to the goals of the Greenlight Initiative.
- Internet: Dedicated website (www.aaa.com/greenlight) used as a resource to provide information and identify members specifically interested in alternative fuels.
- Partnerships: ADC formed a number of strategic partnerships with organizations including UC Davis' prestigious Institute of Transportation Studies.
- Grants: ADC developed a grant mechanism designed to support nonprofits, academic institutions and local governments seeking to adopt or promote alternative fuels.
- New Products: AAA launched new insurance products that provide discounts to drivers of hybrid and alternative fuel vehicles.

RESULTS

Since its inception, the Greenlight Initiative has started to reshape the AAA brand through 420 media stories that have reached a potential audience of 16 million people . Program also recognized through numerous awards, including American Business Awards (Best Corporate Social Responsibility Program) and PR News Corporate Social Responsibility Cause Branding (Honorable Mention)