



For over a decade, we've had the pleasure of working with Kawasaki Motors Corporation and their 1000+ independently owned and operated dealerships across the United States.

In the highly competitive world of powersports where you're selling speed, adventure, adrenaline, and ultimately a lifestyle - relationships AND partnerships matter.

That's why Kawasaki chose Cooperate to assess their current relationships, and recommend the best ways to elevate them to partnerships.

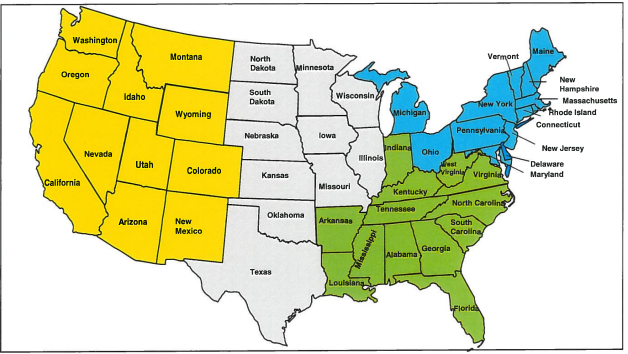
Cooperate partnered with Kawasaki and the brand's other agencies to develop and implement some groundbreaking work to help revolutionize the category.

Comprehensive Partnership Marketing

Dealer Education/Training



Local Activation



Dealer Communication

MARKETING

REF: INFORMATION
CODE: National
DATE: March 14, 2017

2016 CO-OP FUND DEADLINE
MARCH 31, 2017

Please be advised, all 2016 Co-op Funds—including any special or supplemental allowances—will freeze on March 31, 2017.

Please log in to the Co-op Resource Center (www.kawasaki.co-op.com) and review your 2016 Co-op claim activity as soon as possible. If a claim requires attention, please let the Co-op Management team know immediately. No adjustments can be made to any claim for 2016 advertising after March 31, 2017.

If you have any questions or concerns regarding your 2016 claim activity, please be sure to contact Co-op Management before the March 31 deadline.

Kawasaki Co-op Advertising Management
Phone: 800-292-0444
Email: co-op@kmc-usa.com

KAWASAKI MOTORS CORP., U.S.A.



Retail Experience



Co-op Management

Kawasaki

Co-op Resource Center

Welcome back, Kawasaki Co-op Management

Logout

Home

My Org

My Fund

Reports

My Data

Fund: 2017 Supplemental Funds

Region: All Regions

Dealer: All Dealers

District: All Districts

Allocated: \$0.00

Submitted: \$0.00

Balance: \$0.00

Recent Order Approvals

PA#	Submitted Date	Status	Ad Image Link	Media
101-101-1000	03/30/2017 8:30:04	Approved	View File	Copied to Desktop
101-101-1001	03/30/2017 8:30:04	Approved	View File	Copied to Desktop
101-101-1002	03/30/2017 8:30:04	Approved	View File	Copied to Desktop
101-101-1003	03/30/2017 8:30:04	Approved	View File	Copied to Desktop
101-101-1004	03/30/2017 8:30:04	Approved	View File	Copied to Desktop

Recent Claims

Claim Number	Submitted Date	Status	Media	Approval Request	Approval	View Status
101-101-1000	03/30/2017 8:30:04	Approved	View File	View Status	View Status	View Status

Need Help?

The Co-op Advertising Program Guidelines can be found at [www.kawasaki.co-op.com](#). For more information, please contact the Co-op Management Team at 800-292-0444.



Kawasaki - Co-op Management

Challenge

Managing the cooperative advertising program had proven to be a challenge for Kawasaki. The system is multi-tiered, often siloed and difficult to navigate as it is highly relationship driven. Coupled with consistent internal staffing challenges, Kawasaki realized their most valuable relationships - those with their dealers - may be at risk.

Insight

Dealers are small business owners and powersports enthusiasts. They aren't strategic planners, media buyers or interactive experts. Yet most OEM programs place the onus of co-op marketing on dealers, while focusing the OEM's effort on compliance and reimbursement.

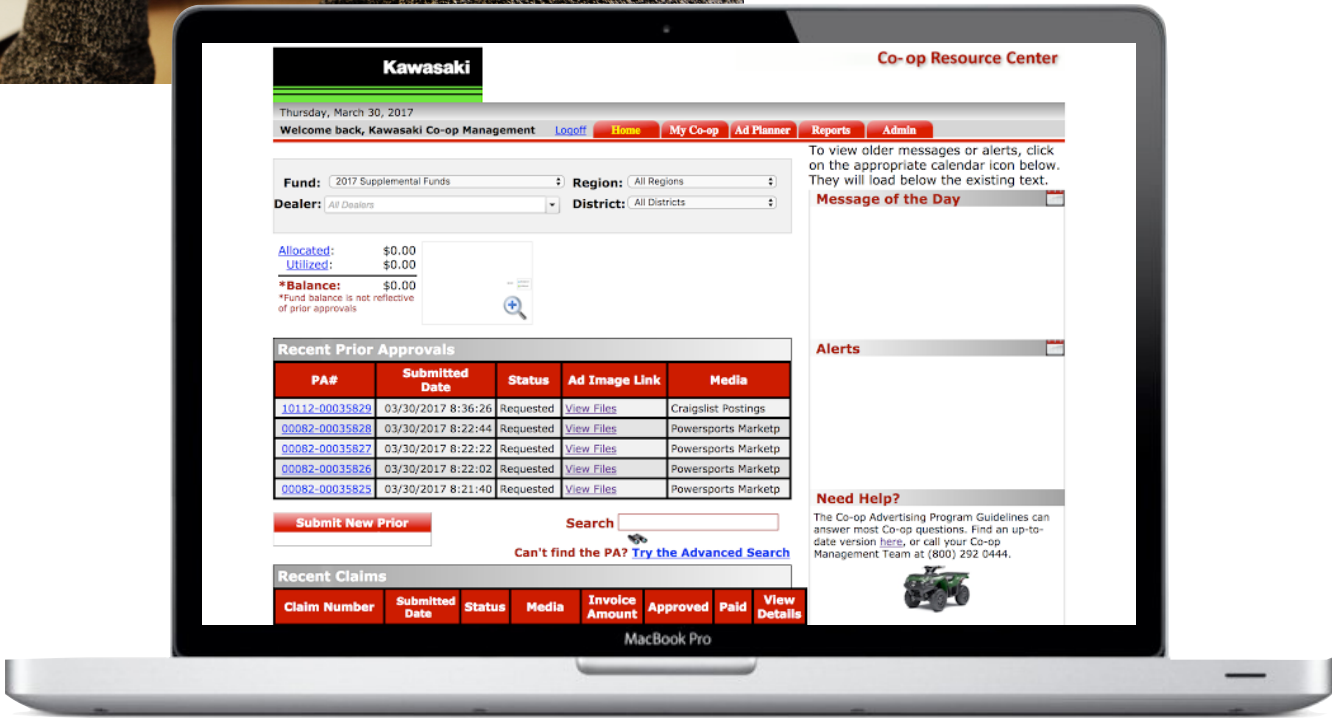
Solution

Cooperate partnered with Kawasaki to create a dedicated marketing resource for dealers. Dubbed the “Co-op Concierge” team, these highly-trained specialists act as a central conduit and liaison between sales, marketing, and local dealers. Employing a high-touch, tech-forward approach, they provide day-to-day administration and management, respond to and resolve individual needs, and recommend ways dealers can strengthen their marketing by accessing the wealth of tools Kawasaki provides - at no charge to the dealer!

Results

- Dealer co-op participation grew 15% over the last three years to an all time high of 85%
- Kawasaki named Most Valued OEM Partner in dealernews.com bi-annual survey
 - #1 co-op program among OEM's for dealer satisfaction*

*2010 and 2012 survey results



Kawasaki - Dealer Communication

Challenge

Ensuring effective dealer communication isn't easy. Most dealers are overextended managing their own businesses and bombarded with communications from OEMs. There aren't many well-established channels that reach dealers directly. And most OEMs don't have the budget for dealer-directed paid media. As a result, communication is sporadic, disjointed and often ignored by dealers it seeks to reach.

Insight

Effective communication demands discipline and requires the communicator to be:

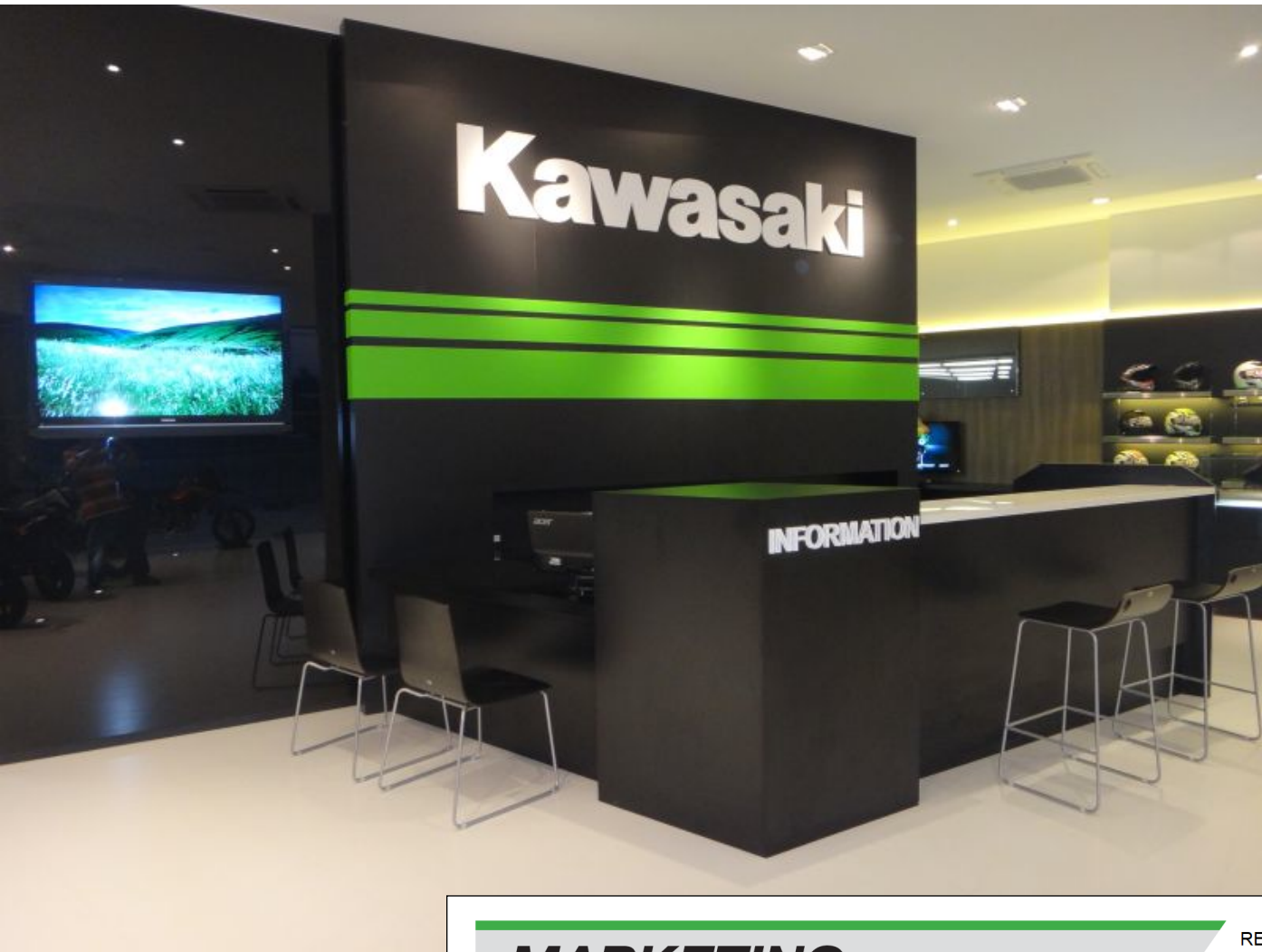
- Attention-getting: telling the recipient upfront why they should care
- Clear and direct: creating no ambiguity
- Focused and succinct: using no more words than absolutely necessary
- Consistent: over time and with previous communications
- Feedback-driven: requesting action to ensure message was received correctly

Solution

Cooperate partnered with Kawasaki to create a meaningful, comprehensive and easy-to-access communication protocol for its dealer network. A dedicated team partnered with Kawasaki's marketing department to become the voice of Kawasaki, and act as a conduit for all outbound dealer communications and program sell-in. Format, tone, messaging and delivery schedule requirements were developed and adhered to, ensuring timely and relevant communications were consistently delivered to the dealer network.

Results

- Successfully respond to and resolve over 1,000 unique dealer requests/month
- Consistently reply to dealer inquiries within 24 hours
- Enrolled 820 dealers in the "Good Times Sales Event" - Kawasaki's biggest-ever promotion



MARKETING

REF: **INFORMATION**
CODE: National
DATE: March 14, 2017

2016 CO-OP FUND DEADLINE MARCH 31, 2017

Please be advised, all 2016 Co-op Funds—including any special or supplemental allowances—will freeze on March 31, 2017.

Please log in to the Co-op Resource Center (www.KawasakiCo-op.com) and review your 2016 Co-op claim activity as soon as possible. If a claim requires attention, please let the Co-op Management team know immediately. No adjustments can be made to any claim for 2016 advertising after March 31, 2017.

If you have any questions or concerns regarding your 2016 claim activity, please be sure to contact Co-op Management before the March 31 deadline.

Kawasaki Co-op Advertising Management
Phone: 800-292-0444
Email: co-op@kmc-usa.com

KAWASAKI MOTORS CORP., U.S.A.

Kawasaki - Local Activation

Challenge

Kawasaki develops marketing initiatives nationally, but the rubber truly hits the road at the local level. With over 75% of brand purchase decisions made at the dealership, it was critical to extend the brand’s national efforts and develop incremental grassroots efforts to increase relevancy, drive traffic and motivate brand choice at the local level.

Insight

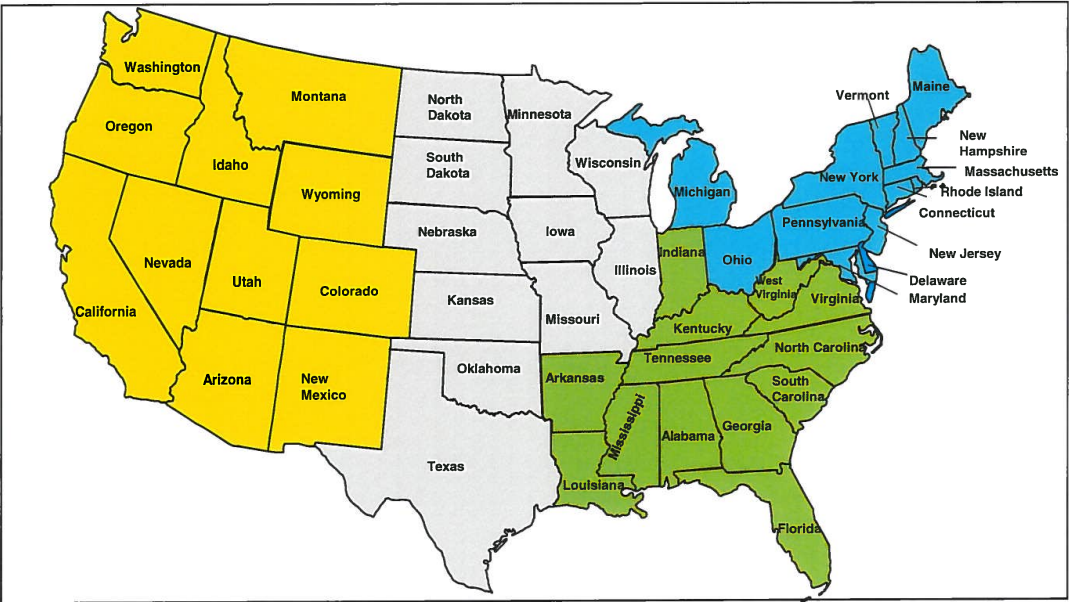
- To maximize participation and support at the local dealer level, programs must be:
- Flexible: easily fit within dealer’s planned activities and preferred tactics
 - Meaningful: delivering something the dealer is interested in
 - Responsive: embracing appropriate opportunities brought forth by dealers
 - Easy: minimizing effort required from dealer to successfully participate

Solution

Using these principles, Cooperate partnered with the Kawasaki marketing team to plan and develop programs that were consistent with national messaging and campaigns, yet flexible enough to work at the local level. Cooperate then partnered with the Kawasaki sales team to secure local dealers’ commitment to participate. Finally, Cooperate assumed responsibility for implementing programs, minimizing the effort needed from local dealers.

Results

- Generated over 65,000 qualified leads with the “Good Times Sales Event”
- 30 separate motorcycle demo events with 15,000+ demos completed in one season
- 40+ local track day events with 2,000+ attendees



Kawasaki - Retail Experience

Challenge

With 75%+ of brand purchase decisions made at the dealership, it's critical that a brand stand out on the showroom floor. But crowded dealerships often place products in tightly-packed rows, creating a "sea of sameness" and making it difficult to navigate and nearly impossible for any brand or model to stand out.

Insight

Enthusiasts go to dealerships seeking two very different things: an emotional experience commensurate with their passion for powersports, and technical information about a vehicle's features/benefits. Dealers and brands that enable shoppers to obtain both will ultimately win more purchase decisions.

Solution

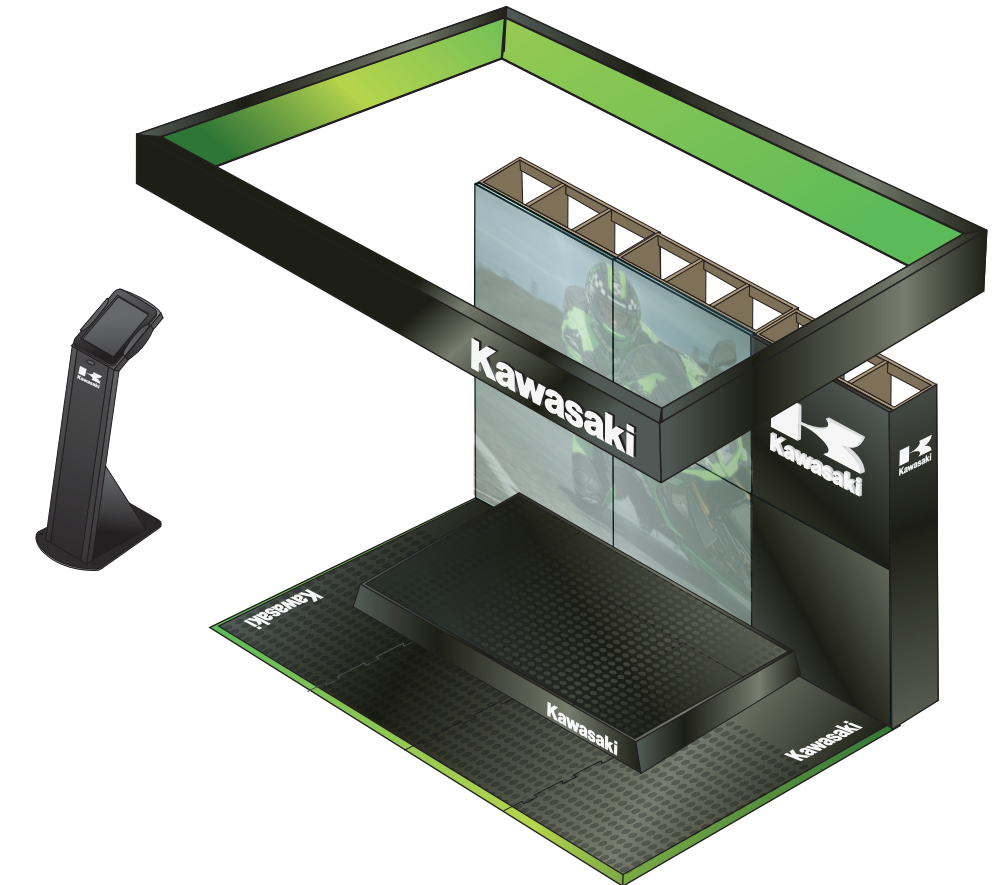
We developed a comprehensive planning process to enhance the presence of Kawasaki on the showroom floor. First, quantitative and qualitative research unveiled what enthusiasts want from a dealership and how they shop. This identified opportunities to enhance the dealership experience. Our creative team then re-imagined a dealership environment that capitalized on these opportunities. Finally, we built three distinct modular showroom prototypes for testing. Overwhelmingly positive feedback from shoppers and dealers led to the selection of one for implementation.

Results

- Dealer response rate was overwhelming: of the 400+ dealers surveyed over 80% were in favor of the new designs
- Program prototypes are now undergoing final R&D with eventual rollout projected across the dealer network

[Click here to view:](#)

[Kawasaki Retail Experience Video](#)



Kawasaki - Dealer Education and Training

Challenge

Shoppers expect dealers to be subject matter experts on the feature/benefits of every model they sell. But with multiple OEM's launching new models and upgrading existing vehicles every year, it's extremely difficult for sales staff to recall product specs.

Insight

“Education” is often perceived as dry and boring by dealership sales staff. But since most are powersports enthusiasts; offering an immersive, entertaining and memorable education experience will not only increase participation, but retention as well.

Solution

In order to motivate dealers and their sales staff to learn more about Kawasaki four-wheel products, we decided to take the classroom to them. We developed a 53' dynamic mobile classroom format that presented product information in an engaging and memorable way, including product walkarounds, a guided demo riding experience, comprehensive quiz, and incentives for future action. We then hit the road, offering two- to three-day seminars in key markets across the country.

Results

- Over 20 events with 580+ demo rides total
- 700+ dealer registrations with an 85% attendance rate
- Participating dealers experienced ~180% increase in sales
- Average quiz score ~88%

Click here to view:
[Kawasaki Dealer Education and Training Video](#)

