



DESIGN AND ADVERTISING, INC.

USC SUMMARY REPORT
PRESENTATION FOR

KUMHO TIRES 

The Kumho Tires logo is a red, stylized arrowhead shape pointing upwards and to the right, positioned to the right of the text "KUMHO TIRES".

USC DELIVERABLES



ELEMENTS UTILIZED FOR USC

- In Stadium Video Features
- Radio – 800,000 Weekly Listeners
- Street Team Handbook
- USC Social Media
- USC Web Banners
- ESPN Web Banners
- Kumho Homepage Tout
- Golden Ticket Facebook App
- Golden Ticket Web App
- Rebate Form Landing Page
- KUSA Golden Ticket App
- Free Tire Instant Winners
- Generic Golden Ticket Window Cling
- Kumho Corn Hole and Bean Bags
- Enhanced Tire Displays
- 20' Flags
- Street Team Uniforms
- Bullhorn Handouts



USCTROJANS.COM WEB BANNERS

Trojans
THE OFFICIAL TIRE OF USC ATHLETICS

WIN A VIP FAN EXPERIENCE!

50-YARD LINE TICKETS
PRE-GAME FIELD PASSES
FREE KUMHO TIRES **AND MORE!**

ENTER NOW!

KUMHO TIRES

KUMHO TIRES

WIN A VIP FAN EXPERIENCE!

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AND MUCH MORE!

ENTER NOW!

Trojans
THE OFFICIAL TIRE OF USC ATHLETICS

Rotating Sweepstakes
and Rebate Web Banners
for USCtrojans.com

Impressions: 1,011,824
2.5 M annual



E-BLASTS & WEEKLY UPDATE BANNER AD

USC Dedicated E-blast (10.02.12) – 185 Entries

Kumho E-blasts (2) – 8,005 emails, 28% open, 278 entries

Weekly Web Banners – 281 click-thrus



ESPN DIGITAL ELEMENTS

KUMHO TIRES
UP TO \$125
COMBINED REWARD CARDS BY MAIL!
When you buy 4 select Kumho tires!*

CLICK HERE FOR DETAILS

*Rebate valid 9/1/12 - 12/15/12.

THE OFFICIAL TIRE OF USC ATHLETICS

Sweepstakes and Rebate Web Banners for ESPN Digital

Online Impressions: 500,000

Radio Impressions: 9,600,000

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*Rebate valid 9/1/12 - 12/15/12.

THE OFFICIAL TIRE OF USC ATHLETICS



DEALER PARTNER ELEMENTS

KUMHO TIRES

UP TO \$125 COMBINED REWARD CARDS BY MAIL

When you buy 4 select Kumho tires!*

Ask your America's Tire Representative for details.

Trojans
SC
THE OFFICIAL TIRE OF USC ATHLETICS

AMERICA'S TIRE

GOLDEN TICKET
FAN-A-TRACTION

ENJOY THE GAME IN STYLE FROM A LUXURY SUITE!

ENTER ONLINE TODAY TO WIN THE KUMHO TIRES USC GOLDEN TICKET VIP FAN PACKAGE.

SWEEPSTAKES AND REWARD CARD DETAILS AVAILABLE AT

f or **KumhoTireUSA.com**

*Kumho tires only. The America's Tire Sweepstakes is open to individuals residing in California who are at least 21 years old. Sweepstakes ends on 12/31/12 at 11:59 PM PT. For rules and official rules visit www.kumhotireusa.com or www.kumhotire.com. Open to legal residents of the USA.

KUMHO TIRES

\$75 REWARD CARD BY MAIL

When you buy 4 select Kumho tires!*

Trojans
SC
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AMERICA'S TIRE

GOLDEN TICKET
FAN-A-TRACTION

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Window Clings for America's Tire Dealer and TWI Dealers to promote the rebate and sweepstakes

Estimated Impressions: 9,000



DEALER PARTNER ELEMENTS CONTINUED...

Acrylic Sweepstakes and Product Spider Banners
Possible on-site Impressions: 350,789

KUMHO TIRES

ENTER HERE

FOR YOUR CHANCE TO WIN THE ULTIMATE VIP FAN EXPERIENCE!

50 YARD LINE TICKETS
PRE-GAME FIELD PASSES
FREE KUMHO TIRES
AND MUCH MORE!



GOLDEN TICKET
FAN-A-TRACTION

Trojans
SC
THE OFFICIAL TIRE OF USC ATHLETICS

KUMHO TIRES

ECSTA LE SPORT

Maximum Performance
The racing bred Ecsta LE Sport, infused with impeccable street manners, makes this the perfect choice for European sports cars and sedans. Designed to provide maximum performance in wet and dry driving conditions, the asymmetrical Ecsta LE Sport brings sophistication to drivers who push their sporty cars to the limit.

Special Features

- Asymmetric tread design delivers optimal performance in both wet and dry road conditions
- Contour ribs provides enhanced straight-line stability and steering response
- Variable pitch tread block design reduces road noise for improved ride comfort



AGILITY AND POWER

Trojans
SC
THE OFFICIAL TIRE OF USC ATHLETICS

KUMHO TIRES

ECSTA LX PLATINUM

Ultra-High Performance, Luxury Touring
For drivers who utilize their touring cars 365 days a year, Ecsta LX Platinum not only performs but liberates the full potential of their vehicles. Additionally, the extremely low noise and outstanding ride comfort make this the perfect tire for individuals who demand the complete grand touring experience.

Special Features

- Offers outstanding combination of luxury, performance and value
- Asymmetric tread design and advanced silica compound ensures superb traction, mileage and comfort
- Four circumferential grooves evacuate water efficiently to maximize wet grip and ride comfort



GRACEFULLY AGGRESSIVE

Trojans
SC
THE OFFICIAL TIRE OF USC ATHLETICS

KUMHO TIRES

ECSTA 4X

Ultra-High Performance, All-Season
Get the 4Cast! Ecsta 4X delivers unrivaled handling in any weather—rain, shine or light snow. Whether you're looking for excitement or looking to avoid it, Ecsta 4X easily adapts to all weather and road conditions at a street price that puts performance within reach.

Special Features

- Offers class-leading combination of dry, wet and light snow performance
- Provides excellent cornering stability and traction on both wet and dry pavement
- Advanced tread design delivers outstanding ride comfort



MOST VALUABLE PERFORMER

Trojans
SC
THE OFFICIAL TIRE OF USC ATHLETICS

KUMHO TIRES

ECSTA SPT

Ultra-High Performance
Through off-camber turns and down high-speed straightaways, you'll discover incredible performance and impressive value in the Ecsta SPT. Whether they're under your high-powered sports car or pushing performance sedans to their limit, this is a tire that delivers exceptional control, response and ride comfort mile after twisty mile. A true Ultra-High Performance tire designed for the enthusiast who demands the very best in every driving situation and road condition.

Special Features

- Race-proven balance of uncompromising grip and immediate response
- Directional tread design for superior all-weather performance
- Optimized construction for extended tread life, excellent fuel economy and outstanding ride quality



HIGH PERFORMANCE TRAVELER

Trojans
SC
THE OFFICIAL TIRE OF USC ATHLETICS

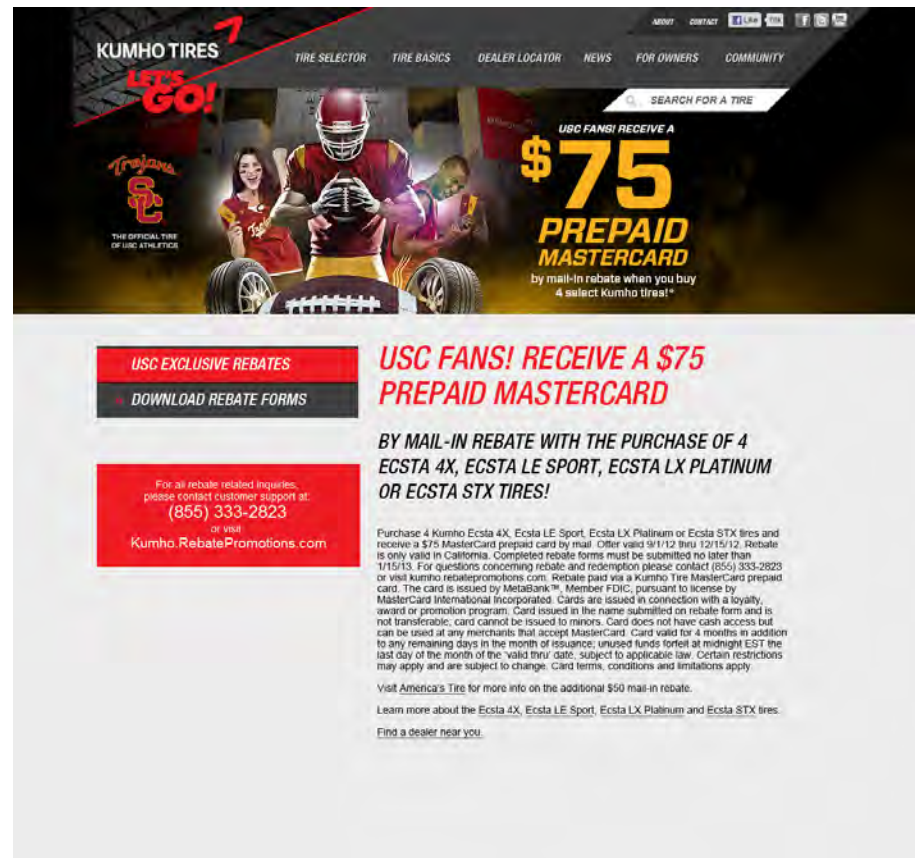
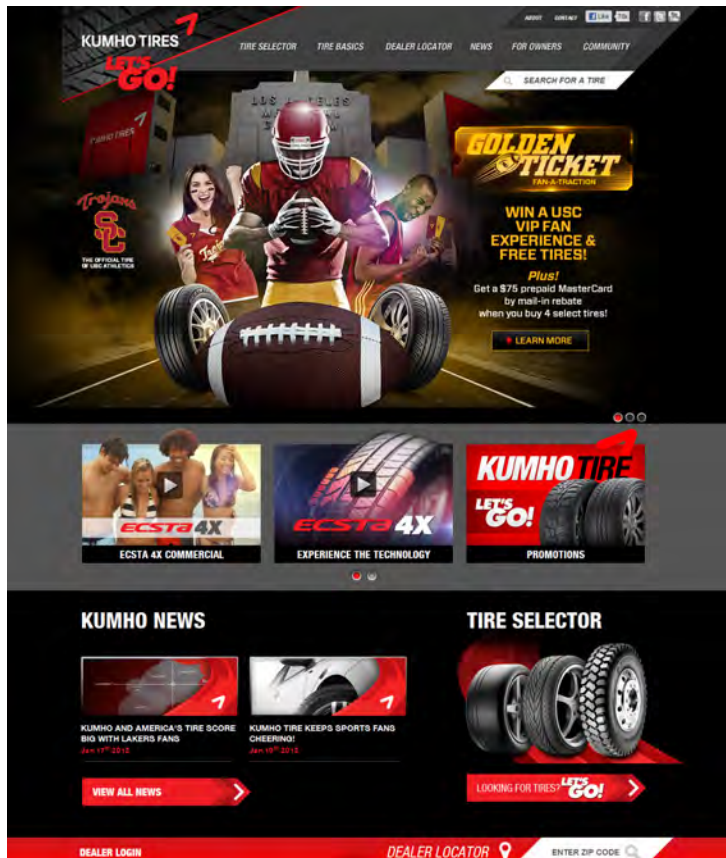


KUMHO HOMEPAGE & REBATE LANDING PAGE

Homepage Visitors:
8,075

Rebate Page Visitors:
2,593

Total Unique Visitors
9.1.12 – 11.30.12



WEB & FACEBOOK ENTRY FORMS

Total entries for Web/Facebook: 4,364

KUMHO TIRES LET'S GO!

ENTER NOW FOR A CHANCE TO WIN A USC VIP FAN EXPERIENCE!

CLICK TO GET YOUR EXCLUSIVE \$75 REBATE FORM!

GRAND PRIZE PACKAGE:

- (2) VIP 50-yard Line Tickets
- (2) Pre-Game On-Field Tour
- (2) ESPN LA's Tailgate Party Pass
- (2) ESPN Stage Access
- Autographed Ball
- Kick off the Second Half by Calling the First Play LIVE on ESPN Radio
- AND MUCH MORE!** (View prize list)

USC FREE TIRE Giveaways at select home games! (View team schedule)

FORM FIELDS: FIRST, LAST, PHONE NUMBER, EMAIL

I have read the rules and regulations and agree to the terms.

I would like to receive information on Kumho products, specials and promotional offers.

SUBMIT

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SUBMIT

TICKET

Grand Prize Package:

- (2) VIP 50-yard Line Tickets
- (2) Pre-Game On-Field Tour
- (2) ESPN LA's Tailgate Party Pass
- (2) ESPN Stage Access
- Autographed Ball
- Kick off the Second Half by Calling the First Play LIVE on ESPN Radio
- FREE KUMHO TIRES**
- (2) USC FREE TIRE Giveaways

First Runner Up:

- Game Used Football
- Exclusive Signed Pylon
- Private Tour of New Facility
- Photo Booth
- Tour of Fire Box to West Studio
- Workshop: Tailgate College Football
- ESPN West Thing
- Tour of NFL/USO Studios
- Workshop: Tailgate College Game Day Show

Second Runner Up:

- Tour of Fox Lot
- Home Game on the Fox Lot
- Free Kumho Tires

TICKET

GRAND PRIZE PACKAGE:

- (2) VIP 50-yard Line Tickets
- (2) Pre-Game On-Field Tour
- (2) ESPN LA's Tailgate Party Pass
- (2) ESPN Stage Access
- Autographed Ball
- Kick off the Second Half by Calling the First Play LIVE on ESPN Radio
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- (2) USC FREE TIRE Giveaways

FIRST RUNNER UP:

- Game Used Football
- Exclusive Signed Pylon
- Private Tour of New Facility
- Photo Booth
- Tour of Fire Box to West Studio
- Workshop: Tailgate College Football
- ESPN West Thing
- Tour of NFL/USO Studios
- Workshop: Tailgate College Game Day Show

SECOND RUNNER UP:

- Tour of Fox Lot
- Home Game on the Fox Lot
- Free Kumho Tires

TICKET

We're giving away **FREE KUMHO TIRES** on site during the following home games!*

Home Game	Location
10/20 vs. Colorado	10/27 at Arizona
11/8 at Syracuse	11/3 vs. Oregon
11/15 at Stanford	11/24 at UCLA
11/22 at Utah	12/2 at Washington

Step by the Kumho truck to pickup your **FREE USO SWAG** while you're there!

USC FREE TIRE Giveaways at select home games! (View team schedule)

SUBMIT

TICKET

THANKS FOR ENTERING! WINNERS WILL BE NOTIFIED ON OR BEFORE NOVEMBER 10, 2012.

GRAND PRIZE PACKAGE:

- (2) VIP 50-yard Line Tickets
- (2) Pre-Game On-Field Tour
- (2) ESPN LA's Tailgate Party Pass
- (2) ESPN Stage Access
- Autographed Ball
- Kick off the Second Half by Calling the First Play LIVE on ESPN Radio
- AND MUCH MORE!** (View prize list)

USC FREE TIRE Giveaways at select home games! (View team schedule)

\$75 PREPAID MASTERCARD

Be sure to check back often for more contests, rebates and promotional offers.



ON FIELD SIGNAGE

On Field Signage: End Zone "A" Frame, Rotational Signage, Peristyle

Possible Fan Impressions: 527,670



ACTIVATIONS



ON-SITE GAME ELEMENTS



Street Team
Uniforms



Kumho
Cornhole



20 ft Flags



Bullhorn Handouts:
6,500



ON SITE GAME ELEMENTS CONTINUED...



Tire Center and iPad Display

Total Entries: 913

4 Game Activations:

09.01.12 – 93,000 Attendees, 206 Entries

09.22.12 – 83,421 Attendees, 199 Entries

11.10.12 – 80,154 Attendees, 283 Entries

11.24.12 – 93,607 Attendees, 225 Entries



ON SITE GAME ELEMENTS CONTINUED...

KUMHO TIRES
LET'S GO!

Power.
Performance.
Pride.

These attributes are born into the winning spirit of every car enthusiast and are inherent in the DNA of every Kumho Tire. Track or street, Kumho Tire offers *the* complete line of UHP tires that give you better rubber to burn at best-in-class value.

FOR THE STREET. *ECSTA* 4X | *ECSTA* LX PLATINUM | *ECSTA* LE SPORT

FOR THE TRACK. *ECSTA* V710 | *ECSTA* X5

Trojans
SC
The Official Tire of USC Athletics

Find the perfect fit @ KumhoTireUSA.com |

Program Ad

Impressions:
527,670 attendees



09.01.12
ACTIVATION
93,000 ATTENDEES
206 ENTRIES





SCORE: **USC 49** | **HI 10**



09.22.12
ACTIVATION
83,421 ATTENDEES
199 ENTRIES





SCORE: **USC 27** | **CAL 9**



11.10.12
ACTIVATION
80,154 ATTENDEES
283 ENTRIES





SCORE: **USC 38** | **ASU 17**



11.24.12
ACTIVATION
93,607 ATTENDEES
225 ENTRIES





SCORE: **USC 13 | ND 22**



GOLDEN TICKET SWEEPSTAKES



- 2 VIP 50-yard Line Tickets
- 2 Pre-Game On-Field Tour Tickets
- 2 ESPN LA Tailgate Party Passes
- 2 ESPN Stage Access Passes
- Autographed Football
- Announce the first play of the second half of the game on ESPN Radio
- Free set of Kumho tires
- Backpack of USC branded items



ONLINE TRAFFIC RESULTS



SEPT. 1 – NOV. 27

REFERRAL TRAFFIC OVERVIEW



Visits

5,345

% of total: 98.09% (5,449)

Pages/Visit

1.64

Site Avg: 1.65 (-0.36%)

% New Visits

86.19%

Site Avg: 86.20% (-0.01%)

Bounce Rate

57.90%

Site Avg: 57.90% (-0.15%)



SEPT. 1 – NOV. 27

REFERRAL TRAFFIC SOURCES

75% of overall traffic from Kumho

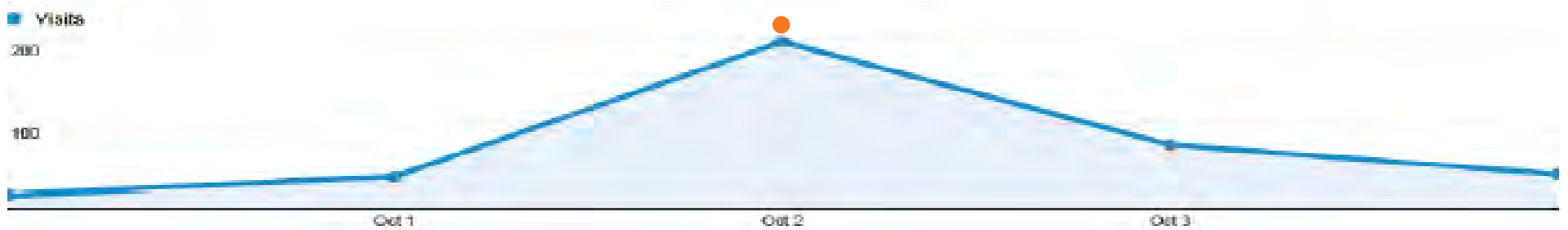
25% Facebook

SOURCE	VISITS	PAGES/VISITS	% NEW VISITS	BOUNCE RATE
1. KumhoUSA.com	2,167	1.53	88.83%	59.90%
2. KumhoTireUSA.com	1,901	1.55	84.27%	70.28%
3. Facebook	718	1.97	85.38%	35.24%
4. Facebook	522	1.96	87.93%	36.40%
5. Kumho.clickandcombust.com	27	2.30	22.22%	44.44%



SEPT. 30 – OCT. 4 LANDING PAGE VISITS

10.02.12 SPIKE
USC Dedicated E-Blast
185 Entries



Visits
362

% of total: 99.45% (364)

Pages/Visit
1.83

Site Avg: 1.84 (-0.20%)

% New Visits
92.27%

Site Avg: 92.31% (-0.05%)

Bounce Rate
59.67%

Site Avg: 59.34% (-0.55%)

SOURCE	VISITS	PAGES/VISITS	% NEW VISITS	BOUNCE RATE
1. Facebook	173	1.86	92.49%	54.91%
2. KumhoTireUSA.com	127	1.82	92.13%	66.93%
3. Facebook	33	2.00	100%	45.45%
4. KumhoUSA.com	27	1.63	88.89%	70.37%

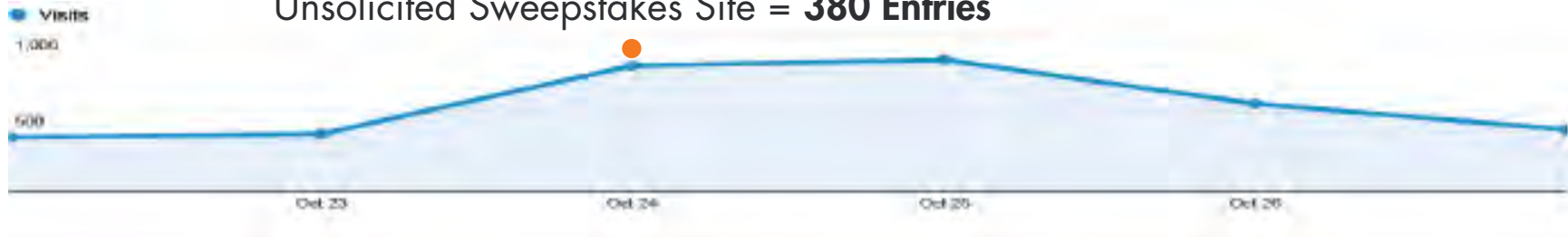


OCT. 22 - 27

LANDING PAGE SWEEPSTAKES VISITS

10.24.12 SPIKE

Unsolicited Sweepstakes Site = **380 Entries**



Visits

3,271

% of total: 24.82% (13,181)

Pages/Visit

2.13

Site Avg: 3.23 (-34.20%)

% New Visits

89.54%

Site Avg: 78.54% (14.00%)

Bounce Rate

65.82%

Site Avg: 43.46% (51.44%)

SOURCE	VISITS	PAGES/VISITS	% NEW VISITS	BOUNCE RATE
1. Sweepstakestoday.com	584	1.21	96.92%	83.22%
2. Sweepsadvantage.com	331	1.14	98.79%	89.43%
3. KumhoTire.com	200	3.74	86.00%	36.00%
4. Online-sweepstakes.com	167	1.31	100%	79.64%
5. Slickdeals.net	138	1.20	98.55%	87.68%
6. Infinitesweeps.com	97	1.48	95.88%	87.68%

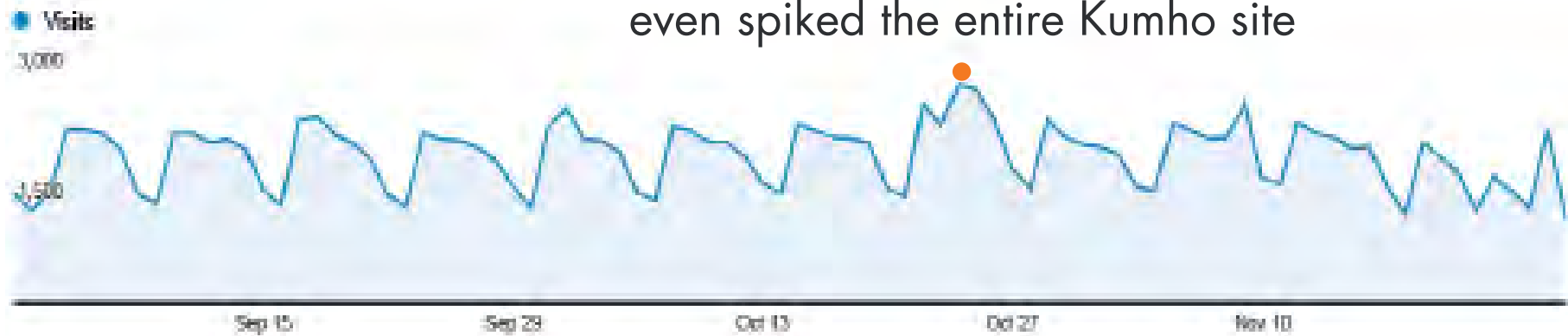
***Majority of landing page traffic from sweepstakes pickup!**



SEPT. 1 – NOV. 27

TRAFFIC OVERVIEW

Oct. 24th Sweepstakes pick-up even spiked the entire Kumho site

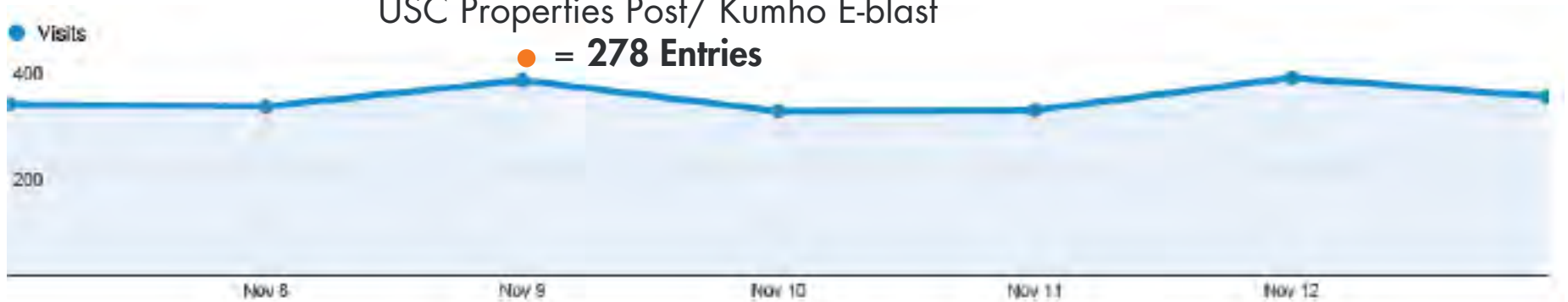


KEYWORD	VISITS	% VISITS	KEYWORD	VISITS	% VISITS
kumho tires	32,740	33.98%	kumho tire	1,107	1.15%
(not provided)	22,125	22.96%	kumho ecsta 4x	1,025	1.06%
kumho	6,144	6.38%	kumo tires	813	0.84%
kuhmo tires	1,455	1.51%	kumho tire dealers	622	0.65%
kuhmo	1,208	1.25%	kumho solus kr21	593	0.62%



NOV. 7 - 12 LANDING PAGES

11.09.12 SPIKE
USC Text Message sent/
USC Properties Post/ Kumho E-blast
● = 278 Entries



Visits
2,300

% of total: 17.51% (13,135)

Pages/Visit
2.77

Site Avg: 3.36 (-17.52%)

% New Visits
82.74%

Site Avg: 76.53% (8.12%)

Bounce Rate
54.43%

Site Avg: 40.74% (33.62%)



NOV. 7 - 12

LANDING PAGE SOURCES

SOURCE	VISITS	PAGES/VISITS	% NEW VISITS	BOUNCE RATE
1. KumhoTire.com	256	3.90	84.77%	38.67%
2. Sweepstakestoday.com	164	1.23	92.07%	91.46%
3. DiscountedWheelWarehouse.com	113	4.44	91.15%	25.66%
4. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	74	1.34	70.27%	82.43%
5. KumhoUSA.com	67	3.51	85.07%	40.30%
6. Google	66	2.27	87.88%	46.97%
7. Sweepsadvantage.com	64	1.17	78.12%	89.06%
8. JackWilliams.com	52	1.73	26.92%	61.54%
9. pdtire.tarad.com	48	2.31	85.42%	72.92%
10. Autopitscr.com	39	1.79	82.05%	64.10%



NOV. 12 - 19 REFERRAL TRAFFIC

11.14.12 SPIKE
USC Athletics Facebook Post
= **331 Entries**



Visits
855

% of total: 97.71% (875)

Pages/Visit
1.89

Site Avg: 1.89 (0.11%)

% New Visits
82.81%

Site Avg: 82.74% (0.08%)

Bounce Rate
30.29%

Site Avg: 31.09% (-2.55%)



NOV. 12 - 19

REFERRAL TRAFFIC

SOURCE	VISITS	PAGES/VISITS	% NEW VISITS	BOUNCE RATE
1. KumhoUSA.com	293	1.92	81.91%	25.60%
2. KumhoTireUSA.com	204	1.47	73.04%	65.20%
3. Facebook	195	2.21	91.28%	11.28%
4. Facebook	160	1.95	87.50%	16.88%
5. Kumho.clickandcombust.com	3	3.00	33.33%	66.67%

LANDING PAGE	VISITS	PAGES/VISITS	% NEW VISITS	BOUNCE RATE
1. /fbapp/sweepsusc/form_html_usc_fb?override=1	415	1.83	79.76%	34.46%
2. /fbapp/sweepsusc/form_html_usc_fbapp?override=0&app=fb	332	2.06	91.57%	9.94%
3. /fbapp/jetfuel/web	44	1.25	93.18%	77.27%
4. /fbapp/sweepusc/form_html_uscfb?override=1&action=thankyou	23	1.13	52.17%	91.30%
5. /fbapp/sweepusc/form_html_usc_fb	5	3.20	0.0%	60.00%
6. /fbapp/jetfuel/fb/	4	1.75	25.00%	25.00%
7. /fbapp/jetfuel/web?action=thankyou	1	1.00	100%	100%
8. /fbapp/sweepstake/	1	31.00	0	0



ESPN GIVES KUMHO A WHOLE LOTTA LOVE!

"NEWS ARTICLE FROM MODERN TIRE DEALER"



Article mentions:

- This article was great exposure for Kumho with many viewers.
- A value-add for Kumho from ESPN.
- "Viewers could not miss the banners in the background."
- "Still, based on screen time, Kumho was the winner on Saturday."

<http://www.moderntiredealer.com/news/story/2012/11/espn-gives-kumho-a-whole-lotta-love.aspx>

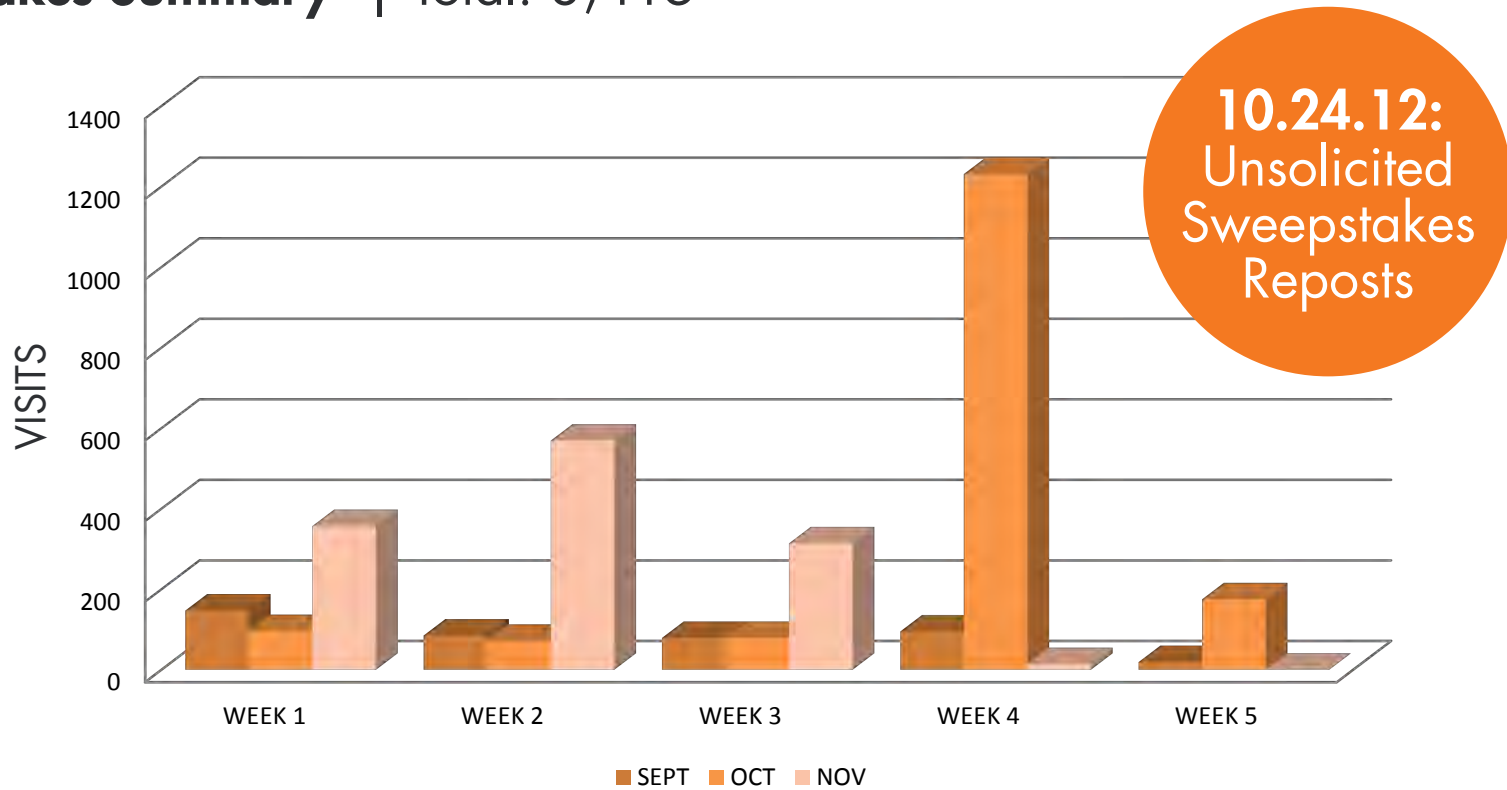


SUMMARY



KUMHOMEDIA.COM | LANDING PAGE VIEWS

Sweepstakes Summary | Total: 3,415



	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
SEPT	147	85	79	95	19
OCT	96	72	79	1231	175
NOV	357	569	314	14	0

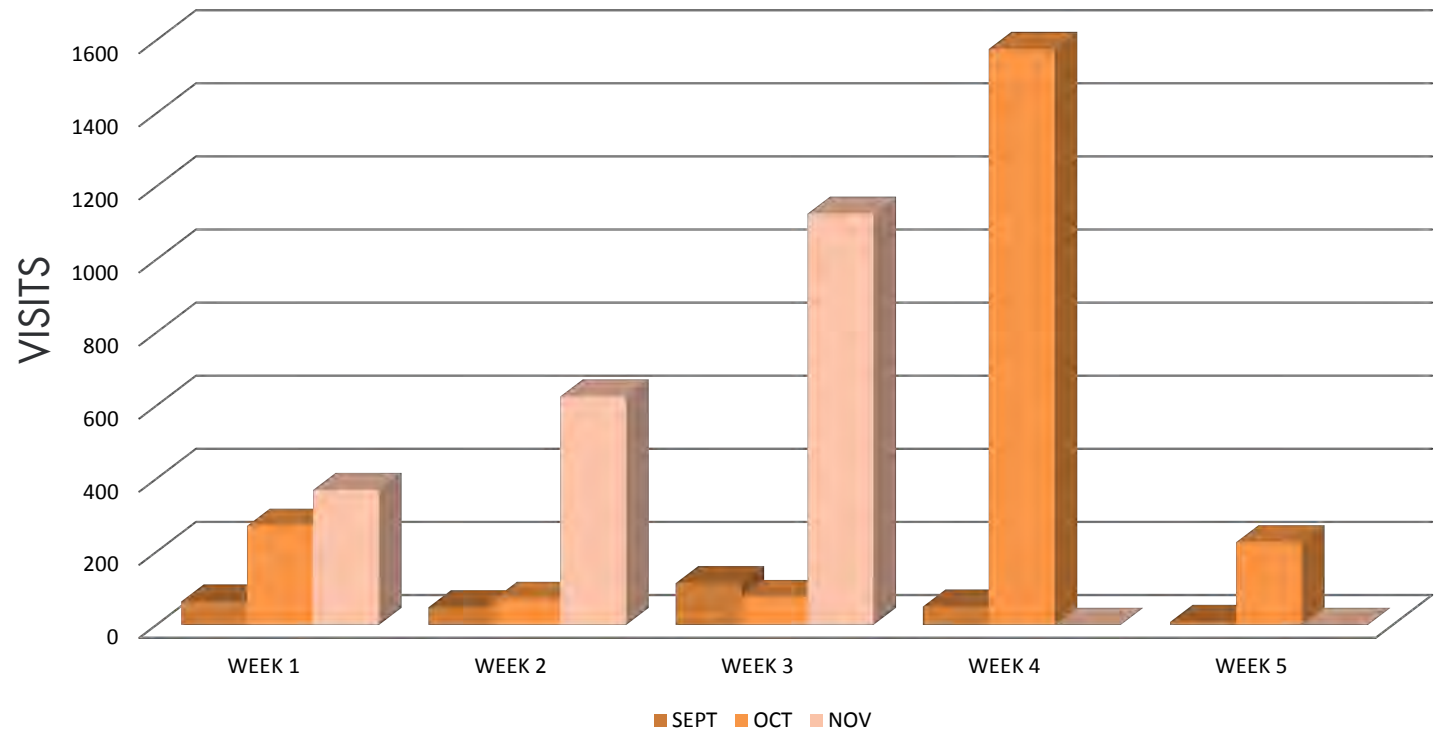


KUMHO FACEBOOK / WEB USC ENTRIES

Sweepstakes Summary | Total: 4,364

November results better because added efforts:

- Text
- E-blast
- Posts



	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
SEPT	64	48	114	50	8
OCT	271	71	76	1,576	226
NOV	369	625	1,125	0	0



USC / JETS REBATE REDEMPTIONS

Top 5 States (not CA):

PA – 81

NY – 71

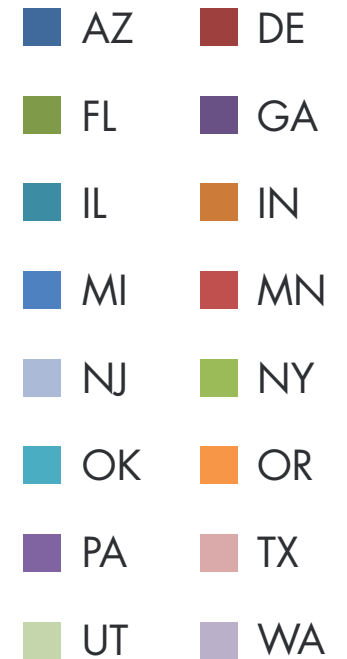
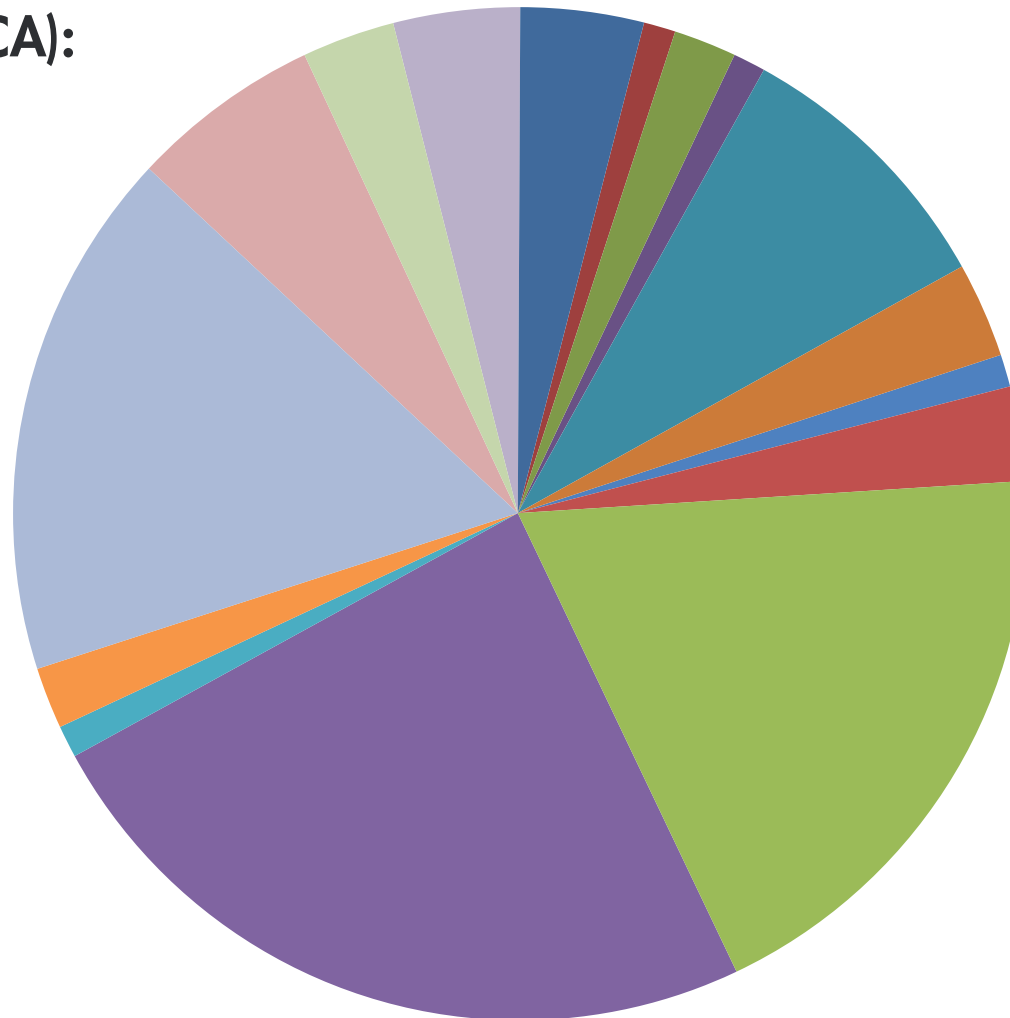
NJ – 42

IL – 12

TX – 9

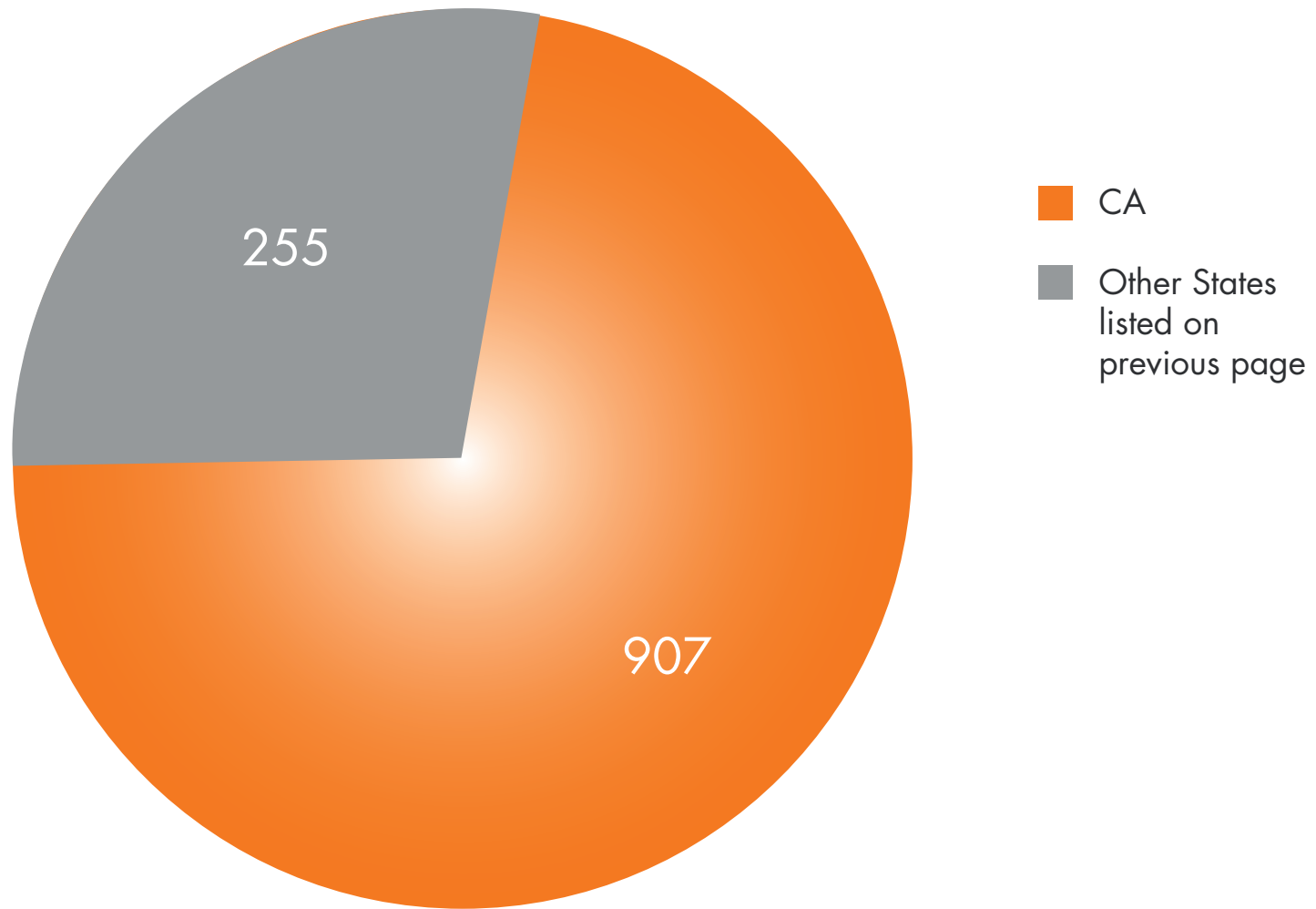
Products:

Ecsta LX Platinum,
Ecsta 4X,
Ecsta Le Sport,
Ecsta STX,
Not Specified



USC / JETS REBATE REDEMPTIONS

Valid Submissions:



REBATE SURVEY RESULTS

Other tire brand considered before?

31%
MICHELIN

30%
OTHER

18%
HANKOOK

16%
YOKOHAMA

5%
TOYO

TOTAL	MICHELIN #	MICHELIN %	TOYO #	TOYO %	YOKOHAMA #	YOKOHAMA %	HANKOOK #	HANKOOK %	OTHER #	OTHER %
1,599	498	31.14%	78	4.88%	264	16.51%	281	17.57%	478	29.89%



REBATE SURVEY RESULTS CONTINUED...

Tire brand replaced for purchase?

42%
OTHER

16%
KUMHO

15%
MICHELIN

13%
GOODYEAR

6%
YOKOHAMA

5%
HANKOOK

TOTAL	KUMHO #	KUMHO %	MICHELIN #	MICHELIN %	GOODYEAR #	GOODYEAR %	YOKOHAMA #	YOKOHAMA %	HANKOOK #	HANKOOK %	OTHER #	OTHER %
1,277	198	15.51%	186	14.57%	160	12.53%	76	5.95%	65	5.09%	536	41.97%



REBATE SURVEY RESULTS CONTINUED...

Main reason for choosing Kumho?

31%

QUALITY

26%

PROMOTION

20%

RECOMMENDED
BY STORE

16%

PRICE

3%

ALWAYS
BUY KUMHO

TOTAL	QUALITY #	QUALITY %	PROMOTION #	PROMOTION %	PRICE #	PRICE %	ALWAYS BUY KUMHO #	ALWAYS BUY KUMHO %	RECOMMENDED BY STORE #	RECOMMENDED BY STORE %
1,277	399	31.25%	330	25.84%	204	15.97%	29	2.27%	256	20.05%



REBATE SURVEY RESULTS CONTINUED...

How did you hear about Promo?

54%
IN-STORE

35%
INTERNET

5%
OTHER

1%
MAGAZINE

.5%
EMAIL

OFFER	TOTAL	MAGAZINE #	MAGAZINE %	INTERNET #	INTERNET %	IN-STORE #	INSTORE %	EMAIL #	EMAIL %	OTHER #	OTHER %
Jets - Trojans	1,277	13	1.02%	448	35.08%	687	53.80%	5	0.39%	57	4.46%

Top Ten Makes and Models

MAKE AND MODEL	TOTAL	PERCENT
Acura TL	57	4.75%
Honda Accord	44	3.66%
Scion TC	41	3.41%
Honda Civic	40	3.33%
Audi A4	37	3.08%

MAKE AND MODEL	TOTAL	PERCENT
Toyota Camry	36	3.00%
Ford Focus	34	2.83%
Mazda Protege	29	2.41%
Mini Cooper	28	2.33%
Honda Fit	24	2.00%



ADDITIONAL EFFORTS FROM USC

- Dedicate – Victory Email Blast
 - 10.02.12 : **SPIKE (185 entries)**
- Weekly Update Banner Ads – **281 Click-thrus**
- Sweepstakes Site (unrequested) 10.24.12 – **SPIKE (380 entries)**
- Kumho's E-blast
 - 10.26.12: 4,071 emails sent, 25% open (192 visits)
 - 11.9.12: 3,934 emails sent, 28% open – **SPIKE (278 entries)**

Text Message

- USC Database 11.09.12 – **SPIKE (278 entries)**
- Kumho Database 11.16.12 – 140 total click-thrus



USC SOCIAL MEDIA SUMMARY

USC Social Media

- USC Athletics Posts
 - 11.14.12 : 1,476 likes, 31 shares – SPIKE (331 entries)
- USC Properties Posts
 - 11.22.12 : No activity
 - 11.9.12 : 1 like – SPIKE (278 entries)
 - 9.20.12 : 5 likes
 - 8.29.12 : 10 likes, 1 share
- Kumho's Posts
 - 11.21.12 : 33 likes (11 visits)
 - 11.15.12 : 16 likes, 1 share (74 visits)
 - 8.31.12 : 70 likes, 16 shares (36 visits)



ROI



USC PROMO ROI SUMMARY

ROI Summary

Total Impressions: 13,136,670 (minus ESPN's TV coverage of Final Game)

Total Web/Facebook Entries: 4,364

Tire Display Entries: 913

Total Rebates to date: 1,162

Total Likes: 1,655

Total Share: 49

Started at 168,721 • Now at 170,376 (1,655 likes)

Gross Profit:

USC End of Promotion (1,162 Rebates)* \$600 = \$697,200

Cost of Promo = \$60,000

Cost of Rebates (1,162*\$75)= \$87,150

Net Profit = \$550,050 - approximately 350% Profit



OBSERVATIONS & RECOMMENDATIONS

Observations:

- Most online traffic came from unsolicited sweepstakes pick up.
- USC Athletics post had most credibility and were most impactful. (1,476 compared to 119 Likes)
- November entries higher due to added campaign efforts: text, posts and e-blasts.
- Key purchasing points to consumers: Quality, followed by promotion and store recommendation. Price follows as less of a factor in decision making.
- Overall average of kumhotireusa.com and facebook.com/kumhotire increased through duration of program.



OBSERVATIONS & RECOMMENDATIONS

Recommendations:

- Continue with USC partnership for 2013 to keep Kumho Tire in front of a captive audience.
- Increase co-branded text, posts, and e-blasts through USC partnership.
- Consider sweeps web listings as incremental to no cost options for advertising to a mass audience looking for value.
- Study survey results to consider OE/RE fitments as sales targets.
- May want to focus on quality over price as a value of Kumho Tire.
- Pay attention to previous brand considerations in survey report to target direct competition.
- Increase participation and education of Kumho girls to push iPad sign ups.
- Increase Kumho technical representative presence to answer tire specific questions to potential customers.
- Streamline process of tire certificates and rewards.



THANK YOU

