Digital Audit and Planning Portfolio
Client: RACQ
Client product: Free2go

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INTRODUCTION

Since formation, RACQ has constantly evolved to meet the changing needs of Queenslanders (RACQa, 2017) and the Free2go program is an excellent example of this. Throughout this document, the Free2go target audience is defined as Queensland youth aged 16 - 19 years (Price and McClelland, 2017). It is evident with 130,000 student members, Free2go is a tool capable of building relationships with youth, and achieves this primarily as an online, digital program in addition to key offline benefits.

However, from a marketing/ advertising perspective, engaging with this target audience is challenging, with the channels predominantly utilised being cluttered and difficult to cut through. Adding constant interruptions of a technological world (McCrindle, 2016a), this audience has shorter attention spans, are selective of brand alliances and content consumed.

This document includes investigation and analysis of the brand, target audience, and competitors. This forms the basis for consumer insight and recommendations which aim to help RACQ better engage with youth; whilst still aligning with the company's branding and values.

DIGITAL AUDIT

CRITERIA	OBSERVATIONS, COMMENTS AND ANALYSIS	RATING 1 TO 10
DIGITAL STRATEGY	RACQ successfully presents itself as modern, accessible, and relevant to consumers, with their major digital strategy objectives being to engage, create awareness and offer a high level of customer service. Rather than advertising the brand as a product, RACQ promotes a 'lifestyle', using keywords such as 'belong', 'be a part of something bigger' and 'community' (RACQb, 2017). This point of difference is important as it humanises the company and adds value for the consumer. This is also an advantage when compared to competitors such as Groupon or Scoopon. When it comes to digital strategy, platforms utilise a two-way communication model and can contribute to the success of the brand, corporate vision, and achieving business objectives. This is the case for Free2go, with this strategy extending to the program, and can be observed across digital platforms used. The use of these platforms are appropriate, as despite Free2go being low-risk due to it being free, it is highly involved with the consumer needing to sign up and provide personal information to receive benefits. Digital has been utilised well as it allows for 24/7 customer service and information accessibility, which is valuable to the target audience. Examples include the easy-to-use website, contact form on the website, 24/7 number advertised at the top of each desktop page and Facebook messaging. This is an advantage over discounts from digital influencers who may be difficult to contact. Furthermore, can aid the consumer during the Decision Making Process - particularly the 2nd step (Search for Information).	7/10 Overall, the personification of the brand, accessibility, and modern approach is evident across digital. Engagement and customer relations are clear goals, however with just over 29,000 likes on Facebook and 770 YouTube subscribers - out of approximately 130,000 student members, the reach and impressions could be a lot higher. Furthermore, integration could be better across platforms and recommendations are included within this document to better opportunity for conversions.

*Where 0 indicates a lack of achievement and 10 represents optimum achievement

CRITERIA	OBSERVATIONS, COMMENTS AND ANALYSIS	RATING 1 TO 10
STRATEGICALLY CONSISTENT, COMPANY-CREATED BRAND MESSAGES	As aforementioned, the RACQ and Free2go websites are excellent sources of information for consumers. However, in order for brands to form meaningful communications in social media, they should align their objectives with these consumer needs, named the social value exchange (Moeller, K., & O'Shea, H. 2014): • Learning • Relationship • Diversion • Progression and • Recognition When comparing RACQ to the Free2go program, both offer digital platforms with consistent company-created brand messages centred around topics of motoring, or organisations within the community the company supports. The messages are usually interactive and align with the consumer need for relationship as they call to action in the form of tagging friends, answering a question or completing a survey (see examples of content shared below). This, in addition to frequent posting of these messages by the company, allows brand loyalty to develop. Furthermore, humourous content shared is strategic as it reflects traditional media used in the past e.g. the Charter Boat television advertisement compared to the Bad Driver Behaviour video uploaded to Facebook (Appendix A & B).	7/10 Whilst RACQ is excellent when it comes to promoting the club as a lifestyle, Free2go could benefit from this, rather than being marketed more as a learning or support resource.

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CRITERIA	OBSERVATIONS, COMMENTS AND ANALYSIS	RATING 1 TO 10
DIGITAL TOOLS AND SOCIAL MEDIA USED BY THE COMPANY	The digital/ social platforms currently being used by the brand are as follows: • Website (www.free2go.com.au) • Facebook (www.fb.com/free2goRACQ) • YouTube (www.youtube.com/user/free2goRACQ) • Mobile apps (www.free2go.com.au/about/mobile-apps) • Search and EDM. Typically campaigns for Free2go have used search, social media, email and direct mail (Price and McClelland, 2017) and no doubt due to digital being inexpensive when compared to traditional media, this has been given prioirty. An example of this is a budget of $10,000 per month allocated for search which would cost hundreds of thousands for television. Another example is online surveys that are shared on the facebook page and may have missing aspects.	6/10 Whilst Free2go utitlises digital well with an up-to-date Facebook page with engagin content,
	*Where 0 indicates a lack of achievement and 10 represents optimum achievement	

CRITERIA	OBSERVATIONS, COMMENTS AND ANALYSIS	RATING 1 TO 10
EXAMPLES OF CONTENT SHARED	Today we are dealing with consumers who need to be engaged more on the emotive than the cognitive scale. To engage Gen Z's as consumers, marketing tools should be looking to create products that are, or make Gen Z feel socially connected, fun and entertaining, cool and socially desirable, life enhancing, new and innovative. (McCrindleb, 2017) **Videos are an excellent tool for producing entertaining and informative content** Bag a phone, not a body **Whilst memes are great for consumer engagement, many consumers may not make a correlation that RACQ have a partnership with the Animal Welfare League QLD.** This is my Friday face! **Quizzes such as this could be better executed with Buzzfeed style quizzes.**	7/10 The brand must be wary of not skewing too far from specified genres of posts as factors most likely to deter people from following a company or brand include irrelevant or unappealing content,excessive content and too many ads. (WARC, 2015)

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DIGITAL AUDIT

CRITERIA	OBSERVATIONS, COMMENTS AND ANALYSIS	RATING 1 TO 10
STRATEGIC USER ENGAGEMENT	TheFree2go Facebook page is an excellent customer service tool with 100% response rate and typical response time of within an hour. Consumer created content should be encouraged.	8/10 This could be higher if more consumer created content is encouraged. The RACQ pet photo competition (Appendix C) is an example of this and could have easily been promoted on the Free2go digital profiles.

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Target audience characteristics (McCrindle, 2016):

16 - 19 year olds
Typically a student, living at home whilst studying part time.
Part of a generation that is global, social, visual and technological
They are the early adopters, the brand influencers, the social media drivers, the pop-culture leaders.
They comprise nearly 2 billion people globally
Gen Z's have been born into the crisis period of terrorism, the global recession and climate change. They are predicted to spend their young adult years in a time of economic and social renewal. They are also living in an era of changing household structures, and are the students of today and university graduates, employees and consumers of tomorrow.

When a 16-19 year old joins the program they receive a Free2go membership card and brochure explaining the program and the benefits they can now access. This may be ineffective and a wasted aopportunity as we know that this demographic is constantly on their phone. An alternative could be to create an app that can be creating an app specifically for specials and discounts similar to apps such as unidays, stocard.

Using government developed resources to learn to drive i.e. The Queensland Learner Logbook app is a source of competition and can be combatted with heavier advertising of the app using social media.

CONSUMER INSIGHT

"16 - 19 year olds are more likely to engage with a brand if they produce consistent, engaging and interactive content that is both entertaining and informing"

RECOMMENDATIONS

Even when the target audience are consuming media on a screen passively, such as a TV, they will then reach out to another screen to actively engage. For instance, almost half of those who watch TV will at any time also be using another screen (Moeller, K., & O'Shea, H. 2014). Therefore, ensure smartphone accessibility is priority:

- e.g. on the free2go website, 24/7 phone number is not visible in mobile view,
- Twitter button leads to broken link
- no Snapchat or Instagram account
- add automatic captions to all videos so they can be watched while consuming other content

eNews can be a powerful conversion tool. It should be made available to all, not just members and should be available to sign up for on the home page of the website.

Online surveys - make more interactive such as making quizzes or using sliders instead of tables.

RACQ Charter Boat Ad

A

B

C

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