



From motors to meteors: How we reinvented the AA for a new age of driving

Marketing Society Awards 2024

Creative Strategy



Executive Summary

The AA. We've been providing Britain with breakdown assistance for over a century. We have 14 million customers; our patrols attend 9000 callouts per day, and decades of iconic marketing campaigns have cemented the AA in Britain's consciousness as THE breakdown brand.

But this is about how moved the brand on – in fact, about the biggest evolution in the AA's history.

In the rear-view mirror, things seemed to be trundling along nicely - The AA was trusted and popular, a British institution and a market leader. But it was a different story under the bonnet. The brand was seen as old-fashioned, especially by younger people, for whom driving and owning a car has less positive cultural resonance or functional necessity. Endless price promotions in a commoditized market were seriously threatening our premium positioning. Our communications weren't making Roadside feel different or better value. And we were missing opportunities for growth by focusing so much on breakdown, rather than our other businesses such as driving lessons.

So we defined a bold new vision: to be a brand built for every moment in your driving world. The goal was to drive growth in our core – breakdown cover (or as we call it, Roadside) - and highlight our other services too. This meant uniting individual business unit teams to act as one, modern, customer-focused, multi-service brand.

This set a seemingly impossible brief for the creative strategy. The core of the challenge was to grow Roadside AND position the AA as multi-service. We had to overcome the massive gravitational force of our Roadside fame; while simultaneously increasing it.

We also had to unite the entire AA ecosystem of diverse businesses under one brand idea and make the brand appeal equally to customers old and new, young and old. In essence, we had to move from “think AA – think breakdown” to “think AA = think driving”.

We did all this by making the creative strategy mirror the business strategy: as the business put the customer at the heart, so did we. In general, past AA communication was all about us - “Be With The Best”; “The 4th emergency service” - and even when we showed customers in ads, it was us rescuing them, we were the hero. For this new chapter, we built everything around our customers.: their needs; feelings and driving lives.

We defined a new brand purpose that put the customer at its heart. We activated that purpose by combining rich insights from cultural understanding and social listening, leading to our new brand promise to keep our customers ahead of the rapidly-changing driving world: When You're With The AA, You're Always Ahead. The creative platform features a new fluent device line: “It's OK, I'm With The AA” - capturing the feeling of being an AA customer- and new narratives focusing on exaggerated versions of AA customer experiences.

We took risks: we showcased bank robbers and adulterous lovers as AA members. We adopted a mischievous, surreal new tone. We used humour: always subjective and could have led to accusations of making light of difficult situations. At 119 years old, we hung out with the cool kids. And we said a giant swirling vortex was a better option than Swindon, which absolutely *incensed* The Swindon Advertiser.

We increased:

- brand preference, especially amongst younger drivers
- awareness of, and propensity to buy, the AA as a multi-service proposition
- sales across the individual non-Roadside businesses
- consideration and purchase of Roadside, especially amongst younger drivers
- retention of existing members and perception that the AA rewards loyalty

Seatbelt on? Car snacks handy? Let's get on the road...

Bumps ahead: The challenges we faced

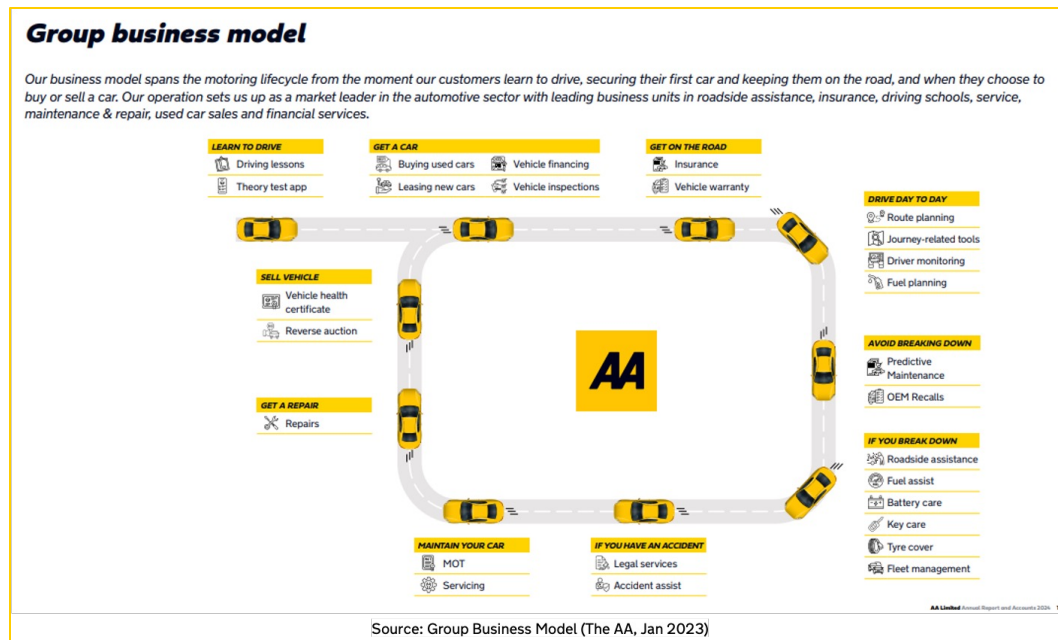
The AA has been on the driver's side since 1905. While we have a range of businesses, such as driving school and insurance, a long heritage of brilliant marketing has made the AA brand synonymous with the biggest one: breakdown recovery, where it is the most famous and popular brand in the category.

But in 2022, there was trouble under the bonnet. Roadside (as we call our breakdown offer) is 83% of our revenue. And a highly commoditized market reliant on price promotions was threatening premium-priced services like us – especially as our communications weren't making Roadside feel different or better value relative to competitors. Awareness, share and consideration measures were flat. And although the brand had strengths in warmth and trust, it was seen as old-fashioned, especially amongst younger audiences.*

However, all was not lost. A new customer segmentation had revealed volume and value opportunities for the AA, and that the brand could drive growth by better communicating its wider range of products and services.

So under new ownership, The AA set out a bold new business strategy to protect its future: to become a brand offering a mobility ecosystem for every moment in your driving world.

Brand communications prior to this project



	Brand	DR
TV		
Print		
OOH		
Social		
Digital		

*Source: Brand & Market Tracker, Q1 2022, Old Street Data Science

Bumps ahead: The challenges we faced

Grow Roadside AND position the AA as multi service

Roadside was the beating heart of the business: at 83% of our revenue; it couldn't be jeopardised. But we also had to make people see the AA as much more than the thing it was most famous for. Changing these perceptions was a huge task: the AA has 14 million customers. Our patrols are out on Britain's roads from Land's End to John O'Groats, on 9,000 callouts per day, and in doing so, reminding everyone that we're a breakdown service. Many people interact with us every day, and many have a very fixed view of us as a result.

Oh and media spends had declined 13% in nominal terms since FY21 and when adjusting for est. inflation, FY24 spend was est. 39% less at FY21 prices'.

Unite a diverse portfolio under one brand platform

We had to bring together the entire AA ecosystem under one idea that could make sense for scenarios as diverse as being stranded in the dark in the rain to a 16-year-old learning to drive.

Appeal to old and young; existing and new

Any idea had to be one that could appeal to existing, older customers while also broadening the AA's appeal to younger, new ones. We had to protect the warmth and trust of the brand while making it more modern, with some more swagger.

Resolve conflicting business unit associations

The different businesses often had clashing positionings or associations, e.g. the more the AA is seen as a Roadside brand, the more it is trusted. But the more the AA is seen as an insurance brand, the more it loses trust. The strategy had to resolve these tensions and make ALL the businesses more appealing.

Destination transformation: Our desired outcomes

Move from “Think AA = think breakdown” to “Think AA = think driving”

From learning to buying to roadside to insurance to service and maintenance, the ambition was for the AA to be the brand you’d turn to for all your driving needs.

Objectives

Increase brand preference, especially amongst younger drivers



Increase awareness of, and propensity to buy, the AA as a multi-service proposition



Increase sales across the individual non-Roadside businesses



Increase consideration and purchase of Roadside, especially amongst younger drivers



Increase retention of existing members and perception that the AA rewards their loyalty



The road less travelled: What we did differently

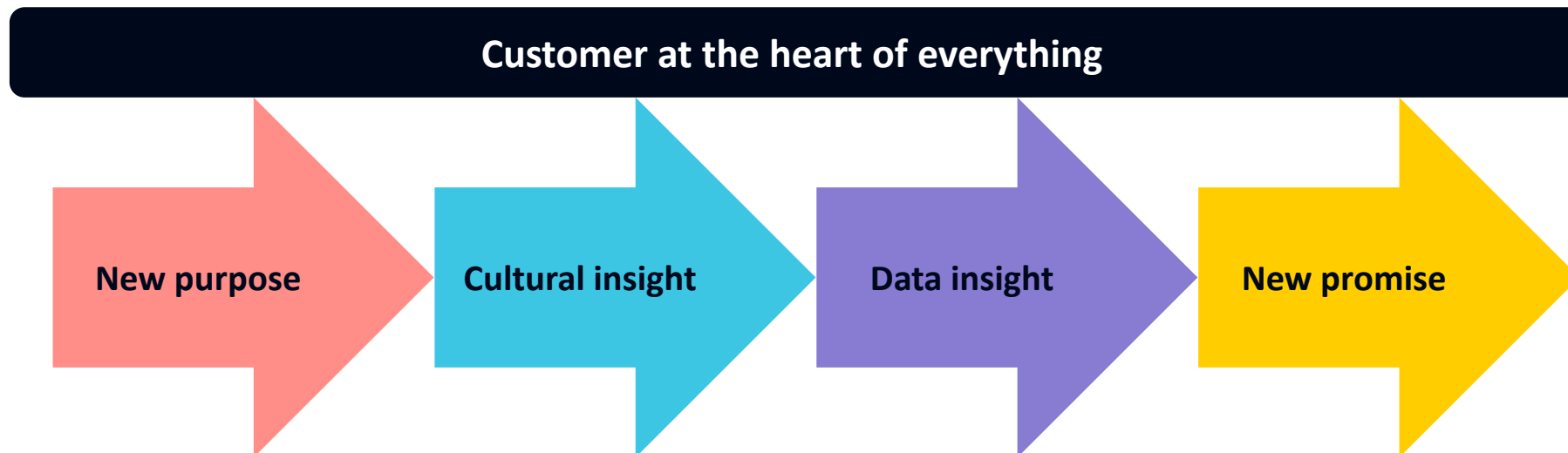
A creative strategy that put the customer at the heart

As the business moved from a siloed model to putting the customer at the heart, so did we.

AA communication had historically been all about us - “Be With The Best”; “The 4th emergency service” -even when we showed customers in ads, it was us rescuing them, we were the hero.

For this new chapter, we built everything around our customers: their needs; feelings and driving lives.

We did this through 4 “**accelerators**”: a new purpose and promise, and two fresh approaches to data and insight that illuminated the new road ahead.



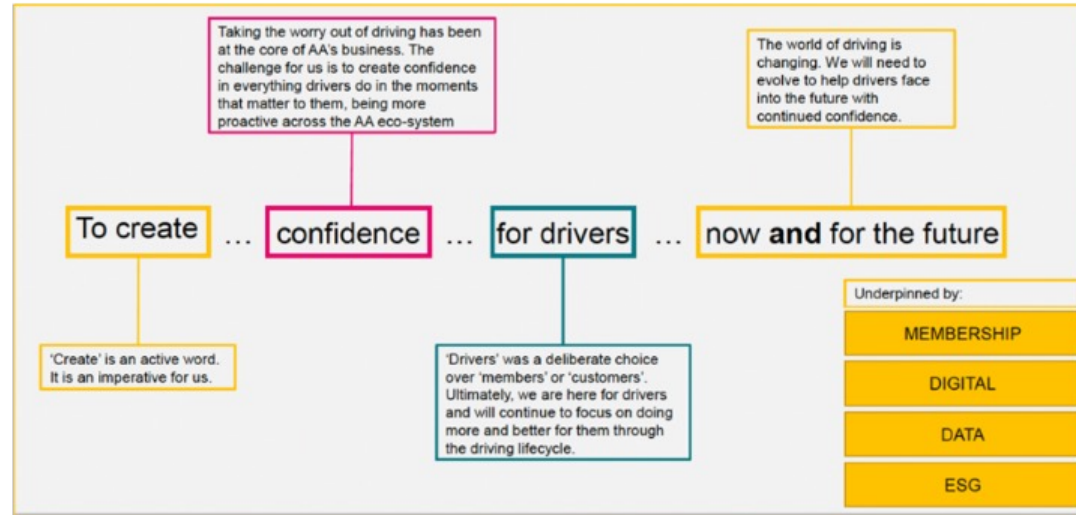
Accelerator 1: putting customers at the heart of our existence

We created a new galvanising purpose for the organisation that would unify all businesses under one goal, and which put the customer at the core of everything we did.

*“The repair is what we do, but the feeling that customers get is **confidence**”*

*“The organization isn’t pushing and we haven’t taught people to look up and **look forward** and we need to”*

*“We’ve been **by the side of drivers** for over a hundred years”*



*“We need to go from being a hero in the moment to also being a **guardian angel** in the background”*

*“It’s our job to fix the person as well as the vehicle. It’s a pretty amazing feeling to see their faces when they see the yellow van approaching and feel **confident** it’s all going to be ok”*

Source: Business and Brand Briefing, The AA, June 2022

Then to bring this to life in communications, we needed to define the confidence that only the AA could deliver...

The road less travelled: What we did differently

Accelerator 2: Using semiotics to understand the big picture

Our second accelerator was to look at the bigger picture: we delved deep into semiotics to understand Britain's relationship with driving in 2022 and therefore what kind of confidence people might be needed.

We journeyed from the aspirations of the post-war nation where cars were symbols of modernity and progress; through the glamour of the 60s with British brands like Aston Martin and Mini; through the 70s and 80s with the collapse of the car industry and through to today, where smart cars, positioned like tech brands, are just another node on our digital network.

What this revealed was a moment of tension and transition. Previously, we'd all been broadly agreed on what cars stood for. Not any more. Older generations saw cars as symbols of glamour, romance, progress; aspirational markers of identity. Younger generations saw cars as doubly repellent: the whiff of fossil fuels and toxic masculinity; an expensive burden they'd rather rent than own.

And these tensions were crunching against each other at a time of lightning-fast transition: from EVs to driverless cars, many mobility experts were predicting more change in the next decade than in the previous century.

The car as a concept and reality had never been more complicated. The AA – as a confidence-giving partner in people's driving world – had never been more needed.

But to credibly offer confidence in this context, the brand would have to associate itself with change and progress.

The old AA confidence was emergency functionality for old-school motoring. Instead, our confidence would have to show we understood the dynamics of the shifting, volatile driving world of 2022 and beyond.



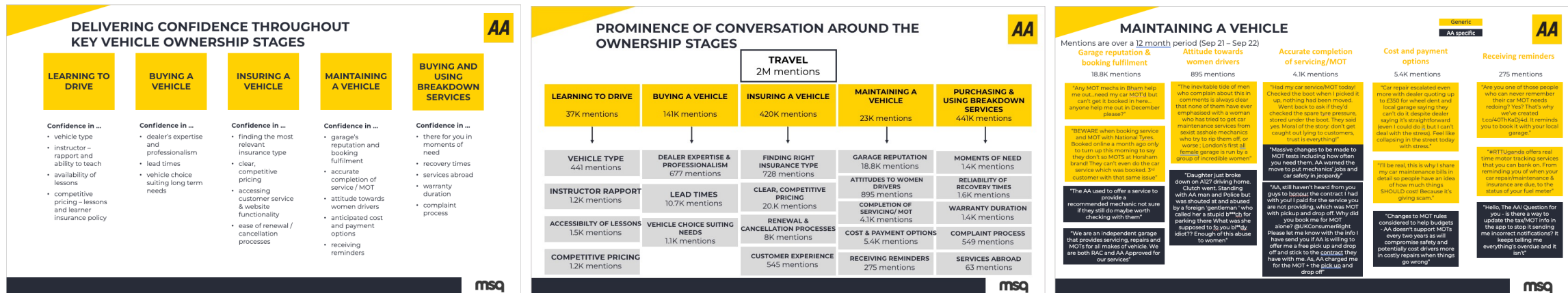
The road less travelled: What we did differently

Accelerator 3: Using social listening to reveal the reality of modern driving lives

We then explored the fine detail of people's driving lives. We analysed social conversation and search over 12 months to understand what people were saying about their driving worlds, looking at key stages in the car ownership lifecycle, from driving lessons to maintenance. We looked for how confidence appeared as a theme: what kinds of things were people feeling, or wanting to feel confident about? Then we dug even deeper into those themes, to understand their relative importance, and then deeper again with a qualitative lens, to understand some of the nuance and texture around them.

This revealed the human story behind those bigger picture tensions: the messy reality of trying to navigate a fast-moving driving world. People felt overwhelmed by the sheer pace of change. New options on almost all fronts, from insurance to maintenance, were making decisions difficult. New tech was rendering the confidence of a lifetime obsolete overnight, as older drivers grappled with EVs.

The new age of driving wasn't feeling exciting: our key finding was that it was making people feel constantly behind the curve, scrambling to keep up.



Some of the data from our social listening analysis; MSQ Data 2022



The road less travelled: What we did differently

Accelerator 4: A new brand promise

We had searched for the right kind of confidence that the AA could offer as a multi-service proposition. Cultural understanding told us we needed to associate with change and progress; while rigorous social data analysis revealed that people were feeling constantly behind. Based on all this, we defined our new brand promise:

When you're with the AA you're always ahead

It promises that no matter what driving stage or situation you're in, if you're with the AA, you can be confident that you're ahead of the game.

Qualitative research revealed that the proposition resonated. It could fit every business from driving lessons to service and maintenance; it was ownable and it delivered the swagger we were looking for.

And it was true to our DNA. Not only did we have a legacy of innovation, from pioneering roadside pumps to piloting the first connected cars, but the AA was actually founded by drivers keen to alert others to police speed traps!



For me it takes the stress out of situations because they've been thought of. Like the difference between always having your satnav on versus putting it on once you're already lost.

I feel being always ahead means being one step in front, being prepared for whatever comes next in your life. Regards to motoring you're prepared for the next big thing i.e. electric cars, you saw this coming with the rise in fuel prices etc .

Always ahead is reliable, always there, fear not [...] no matter what car or issue won't be something the AA cannot solve.

Always one ahead of competitors.

For me being ahead is having the best service and peace of mind that you're covered.

The road less travelled: What we did differently

A creative platform that puts the customer at its heart

Just as the creative strategy put customers at the heart, so did the creative campaign.

New fluent device

The proposition is the promise the brand makes to its customers. The campaign brings the feeling of being with the AA to life.

‘It’s OK, I’m with the AA’ - a verbal fluent device – is spoken by our customers, capturing the unshakeable confidence that comes from being with the AA- even, or especially, when a meteor hits your car. (Yes that is covered by our policy!)

Brands who try to make their communications more customer-centric often forget to keep themselves at the heart of the story - and end up with charming human observations that are unbranded. We ensured this didn’t happen, keeping the brand in the memorable, rhyming line that is often repeated through AV and audio.

New campaign sign-off

‘A driving service for pretty much anything’ lands the multi-service proposition. The line is conversational, as if one of our customers is saying it.



**IT'S OK.
I'M WITH
THE AA**



Driving School • Accident Assist • Breakdown • Service & Repair • Buy & Finance • Insurance

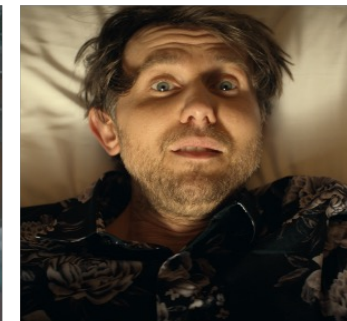
AA Always
Ahead

The road less travelled: what we did differently

New narrative

In AV, humorous vignettes tell customer-centric stories pushed to a surreal level. Out were familiar sea-sides and stranded holidaymakers and in were adulterous lovers; bank robbers, swirling vortexes and cataclysmic meteorites.

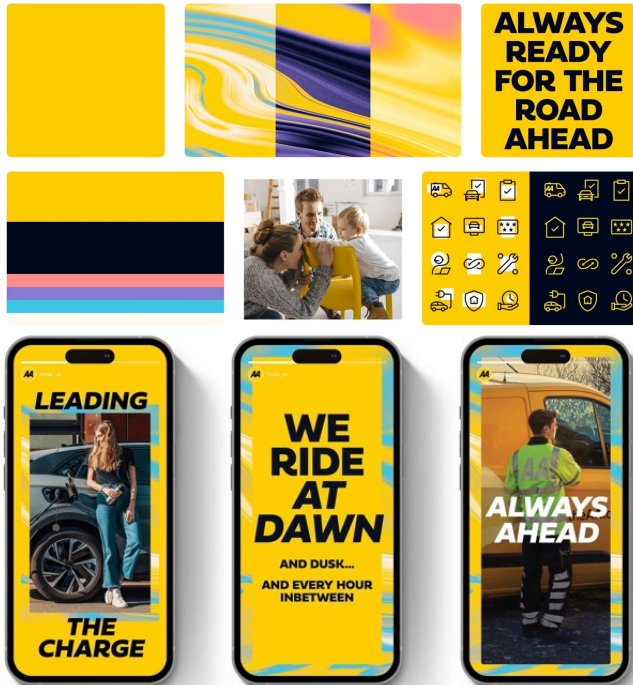
We analysed over 300 exceptional customer cases and 25,000 Trustpilot reviews to find our inspiration.



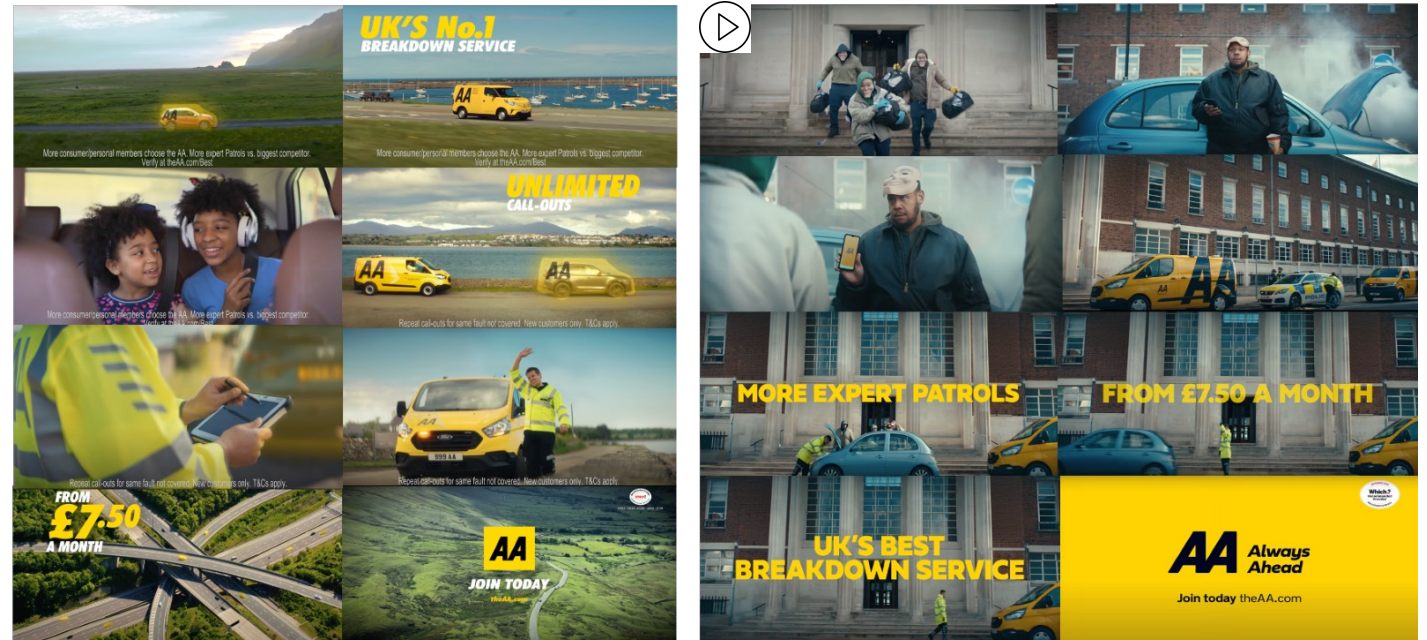
The road less travelled: what we did differently

New visual identity, tone and personality

We blended the old and new to create a fresh face and language for the brand, retaining strong yellow and black brand colours, drawing on the storytelling of the brand's campaigns in the 80s and 90s, but retooled and given swagger for a modern audience, from the smallest spaces to more DR-focused executions:



Our new logo and brand assets captured the forward momentum of Always Ahead



'Be with the best/Road Trip' Spring 2023

'It's OK / Robbers' Summer 2023

Roadside's evolution demonstrates our new swagger: we retained key messages and brand assets, but replaced real-life scenarios with a tale of bank robbers who make their getaway - because they're AA members!

New audiences

We brought the AA together with surprising cultural properties that connected with younger customers and modernised the brand



LADBible social content partnership



IT'S OK.
I'M WITH
THE AA

Driving services for pretty much anything.

AA Always Ahead

maxx

READING LIGHTS

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Streetfighter bespoke OOH

The road less travelled: what we did differently

This more confident approach was also a more cohesive one, allowing for multi-channel integration:

Digital

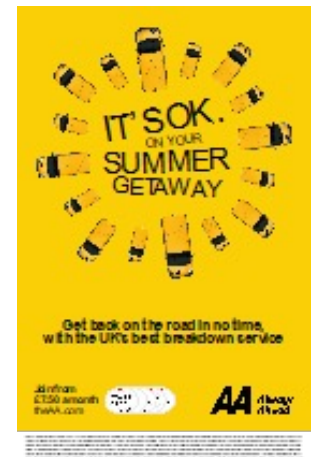
Paid social



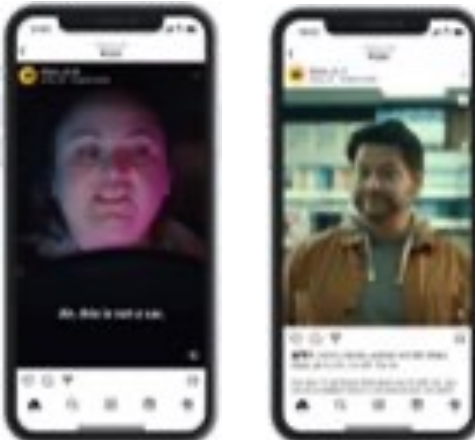
Bus backs



Press



Organic social



On site



The road less travelled: what we did differently

In so doing, it quickly became an idea that could unite all business units, and customers new and existing



WE'VE SORTED ACCIDENTS FOR 50,000 MEMBERS WHO CALLED US FIRST
AA Accident Assist

19 351 SMASHES
AA Accident Assist

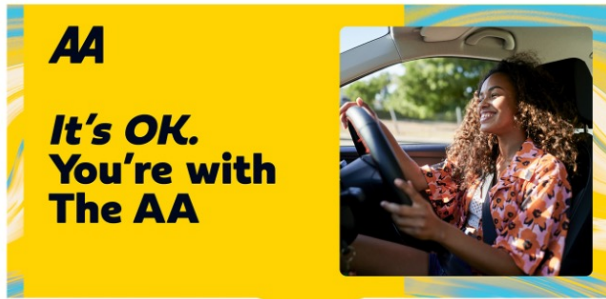
14 649 SCUFFS
AA Accident Assist



ZERO HASSLE
AA Accident Assist

IT'S OK. YOU'RE WITH THE AA

AA Accident Assist
FIND OUT MORE



Membership number: 6356 0115 4392 5997 – you can also find this in our app.

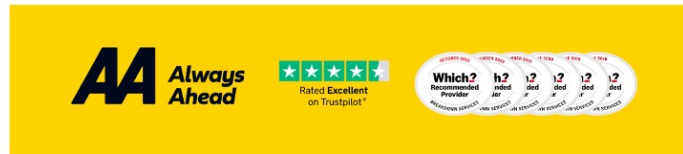
Hello Mr Malik,

Thanks for joining the UK's No.1 breakdown service. More UK drivers choose us, so you're in good company.

But that's not all...
Look out for your next email coming soon that tells you all about how we can help you on the road. **Email 1 of 3**

Driving services for pretty much anything

- Breakdown
- Insurance
- Vehicle
- Money
- Offers



Danger ahead! The risks we took

Edgy scenarios

Some of our stories, in particular ‘Lovers’ (a couple having an affair) and ‘Robbers’, were edgy for most brands and represented a major tonal shift from previous AA campaigns.

But they’d attract attention; drive reappraisal, and in their extreme nature underline the unshakeable confidence you could feel with the AA.

Some people didn’t like it, but we leaned into the negative comments in a playful way to keep it all light-hearted.


Using humour

Humour is always a risk – it’s subjective and personal. And, with services like Roadside and insurance, people might accuse us of making light of difficult situations. But the humour was vital not just for reappraisal but to help us land the edgy stuff right.

Still, sorry Swindon. We love you really.

Youthful energy

We’re 119 years old. And here we were, running Streetfighter animations; partnering with Chabuddy G; creating content with LADbible. If we got it wrong, there was a real risk we’d look like Dad at the disco.

 **@jedikingsYT** 8 months ago
This advert is horrendous 0:29 this looks very bad for the AA. kinda looks like it's condoning cheating as long as your with them

👍 2 🗨️ Reply

AA • 2 replies

AA **@TheAA** 8 months ago
Not exactly, we can help with emergency triangles, just maybe not love triangles.

 **@horsesaremyfriends242** 8 months ago
Assisting offenders. Great look

👍 5 🗨️ Reply

AA • 9 replies

AA **@TheAA** 8 months ago
We only checked the car was road legal, no one said we had to check for people 🙄🙄.

 **terryt_86** - so what you're saying is, you'll openly help criminals to evade the police?

31w 1 like Reply

— Hide replies


AA **theaa_uk** We were just going to accomplice a quick repair and get away 🙄.

31w Reply

SA Swindon Advertiser @swindonadver · Jul 22
AA advert says Swindon 'worse than enormous swirling vortex' divr.it/SsYKPz




🗨️ 6 🔄 4 ❤️ 10 📊 4,433 📌

 **Fizzyworks** @Fizzywork · Jul 22

I mean it's not wrong 🙄. Said as a Swindoner

🗨️ 🔄 ❤️ 📊 64 📌

 **@Pelefan1970** 7 months ago

Come on Swindonians would you turn left ? Not if you are completely honest. 🙄🙄🙄

👍 🗨️ Reply

AA • 1 reply

AA **@TheAA** 7 months ago
Do we need a referendum? 🙄🙄

LadBible partners the AA to rev up young people's confidence when driving

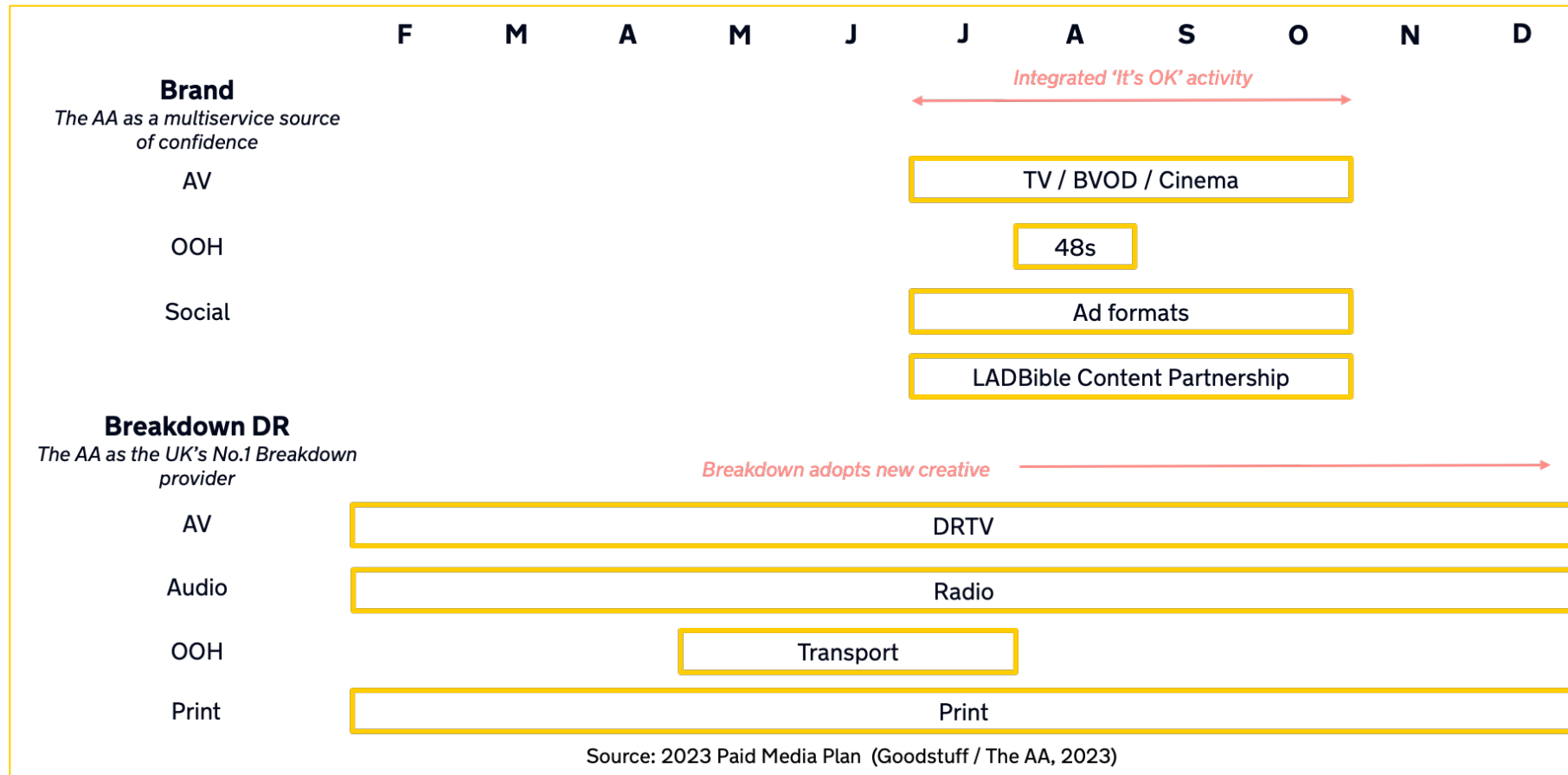
The campaign will run across LadBible's social channels.



LadBible content series stars Chabuddy G from mockumentary 'People Just Do Nothing'

Campaign Launch

'It's OK' was launched with evolutionary ambition and a multi-media activation plan across Brand (multiservice) and Breakdown comms. By the end of that year, despite the new approach only being active across both Brand and Breakdown for 4 months, we saw that the evolution was working, **with the strongest indication of brand and business health since quarterly tracking began 5 years before** (Source: AA Brand and Market Tracker, Old Street Data Science, December 2023)



The Results: Summary

Increase brand preference, especially amongst younger drivers	
Brand Preference	+2.6% (vs, pre-campaign), +4.7% (YoY), +8.5% (vs. previous brand campaign), highest YoY increases amongst under 45s
Increase awareness of and propensity to buy, The AA as a multi-service proposition	
Provides products and services across different parts of someone's driving life	+6.6% YoY (vs, Dec '22), +13.5% (vs. Tucker launch '20), +14.8% (vs. RAC Dec '23)
Understands your life as a driver	+6.3% YoY (vs, Dec '22), +8.9% (vs. Tucker launch '20), +9.8% (vs. RAC Dec '23)
Shares your values	+3.6% YoY (vs, Dec '22), +7.9% (vs. Tucker launch '20), +5.5% (vs. RAC Dec '23)
Rewards your loyalty	+3.8% YoY (vs, Dec '22), +10.7% (vs. Tucker launch '20), +6.6% (vs. RAC Dec '23)
Is good value	+4.5% YoY (vs, Dec '22), +9.8% (vs. Tucker launch '20), +5.0% (vs. RAC Dec '23)
Multi-Product Consideration vs. RAC	Breakdown +35.6%, Motor Insurance +22.2%, AA Cars +15.1%, Driving School +21.1%, Service, Maintenance & Repair +14.3%
Increase sales across the individual non-Roadside businesses (driving school, insurance etc)	
Multi-Product New Sales YoY (vs. Jul/Sep '22)	Driving School +34.6%, Motor Insurance (Claims) +17.0%, AA Cars (Finance) +42.2%, Accident Assist (Claims) +16.4%
Increase consideration and purchase of Roadside, especially amongst younger drivers	
Best Breakdown Perception	+3.2% (vs. pre campaign), +3.9% (YoY), +11.4% (vs. previous brand campaign)
Breakdown Share	57% of New Accounts, 62% Share of Wallet (both largest/record)
Member (Roadside customer) Profile	YoY increase amongst 17-24 and 25-34 age groups (Jan-Mar '24)
Increase Retention of Existing Members and Perception The AA Rewards Their Loyalty	
Breakdown Member Retention	+2% (vs. pre campaign), 0% (RAC), -3% (Green Flag)
Rewards your loyalty	+3.8% YoY (vs, Dec '22), +10.7% (vs. Tucker launch '20), +6.6% (vs. RAC Dec '23)

Source: Brand & Market Tracker, Q4 2023, Old Street Data Science and AA Customer Data Mar 2024

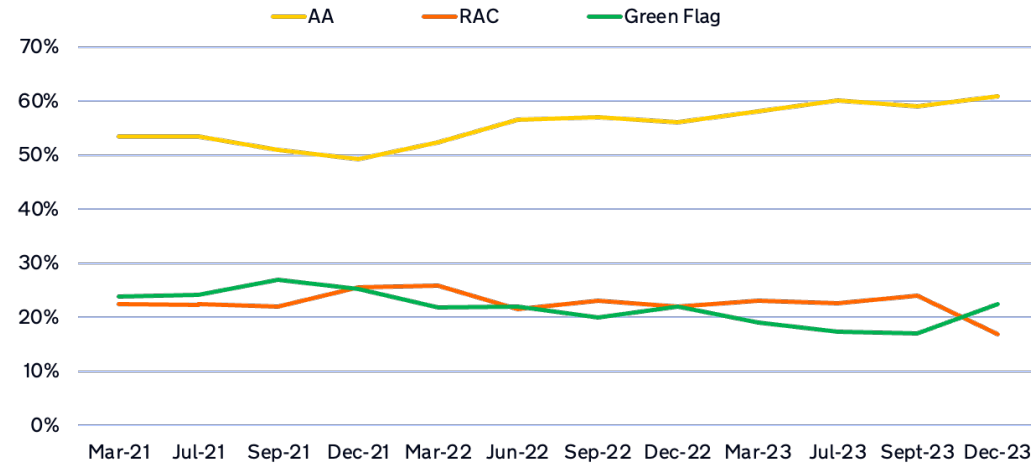
Floor it! The results

Objective 1: Increase brand preference, especially amongst younger drivers

Beyond just Breakdown, Q4 2023 saw the **highest brand preference on record**, rising 2.6% from pre-campaign levels, 4.7% YoY and 8.5% from the final burst of the previous campaign.

Brand Preference

% Drivers, All things being equal, who would you choose for your driving needs?

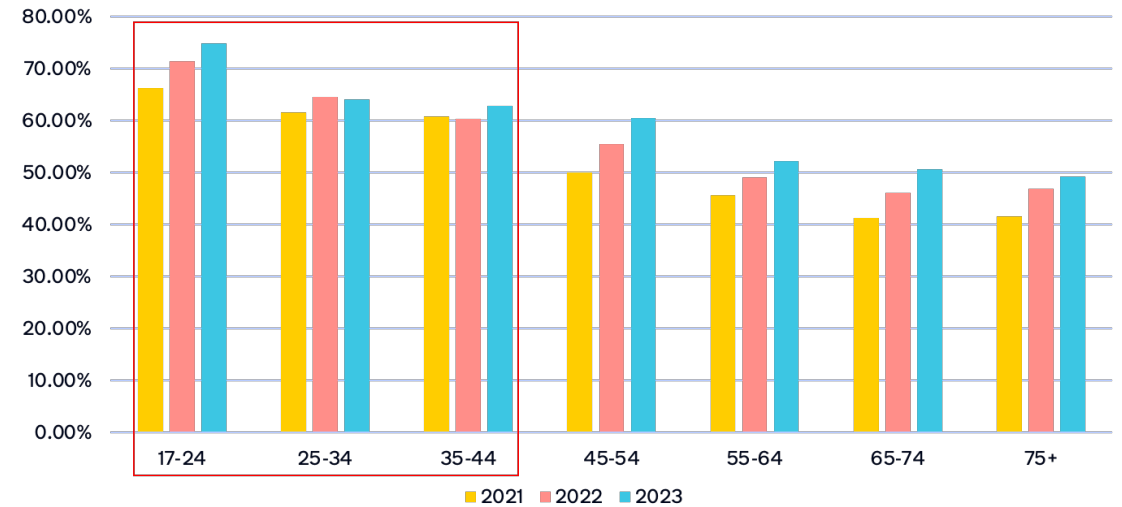


Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Brand preference increased and was highest amongst the groups that the AA identified as holding the biggest long-term commercial volume and value opportunities - younger drivers:

Brand Preference by age

% Drivers, All things being equal, who would you choose for your driving needs?



Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Floor it! The results

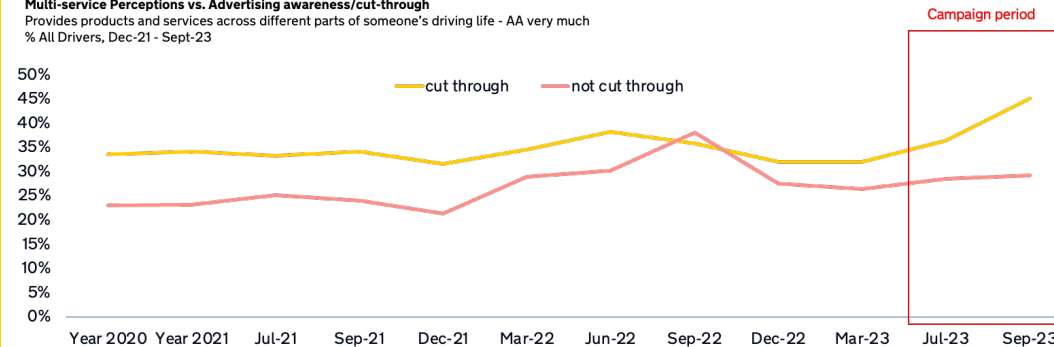
Objective 2: Increase awareness of, and propensity to buy, the AA as a multi-service proposition:

Despite this being their first outing, the campaign and line were being attributed to the brand more strongly than the previous campaigns: 75% of UK drivers associating the line and executions with the AA, compared to 65% for the previous Tucker-fronted 'No stopping you' activity).

It was having a more pronounced positive impact on multi-service perceptions amongst audiences with whom it had cut-through.

Multi-service Perceptions vs. Advertising awareness/cut-through

Provides products and services across different parts of someone's driving life - AA very much
% All Drivers, Dec-21 - Sept-23

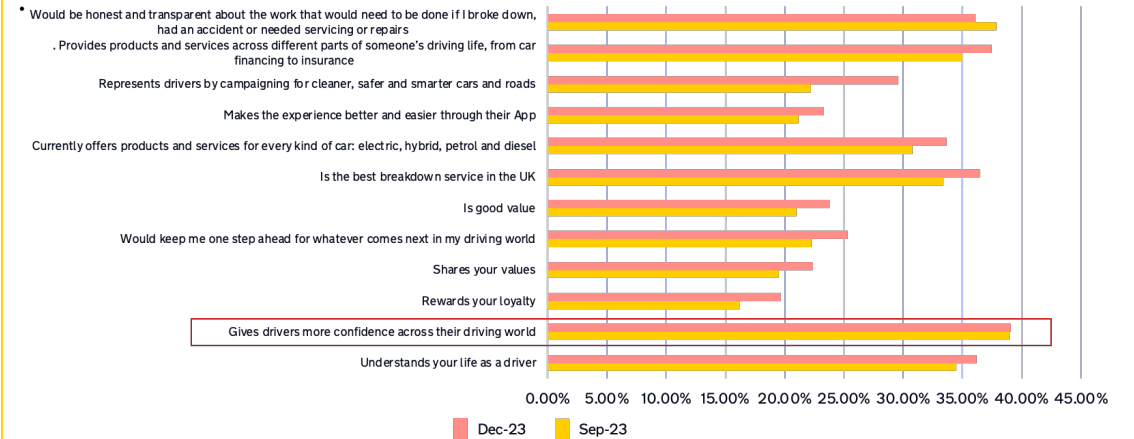


Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Increases Across All Brand Attribute Measures

In the wake of the 'It's OK...' campaign all attributes were consistently up in Q4 2023 and - as a direct reflection of the brand strategy - 'Giving drivers more confidence across their driving world' was the strongest attribute associated with the AA:

Q: To what extent would you say that each of the following providers?



Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Floor it! The results

Objective 2: Increase awareness of, and propensity to buy, the AA as a multi-service proposition:

Performance against perceptual statements – especially multi-service - showed significant progress compared to previous years, previous campaigns AND our main rival:

Perception (Dec '23)	Vs. YoY (Dec '22)	Vs. Tucker campaigns (Sep '20 / Mar '22)	Vs. RAC (Dec '23)
<i>Provides products and services across different parts of someone's driving life</i>	+6.6%	+13.5% / +5.9%	+14.8%
<i>Understands your life as a driver</i>	+6.3%	+8.9% / +3.7%	+9.8%
<i>Shares your values</i>	+3.6%	+7.9% / +2.8%	+5.5%
<i>Rewards your loyalty</i>	+3.8%	+10.7% / +4.0%	+6.6%
<i>Is good value</i>	+4.5%	+9.8% / +3.2%	+5.0%

Source: AA Brand and Market Tracker (Old Street Data Science, Sep 20 to Dec 23)

Floor it! The results

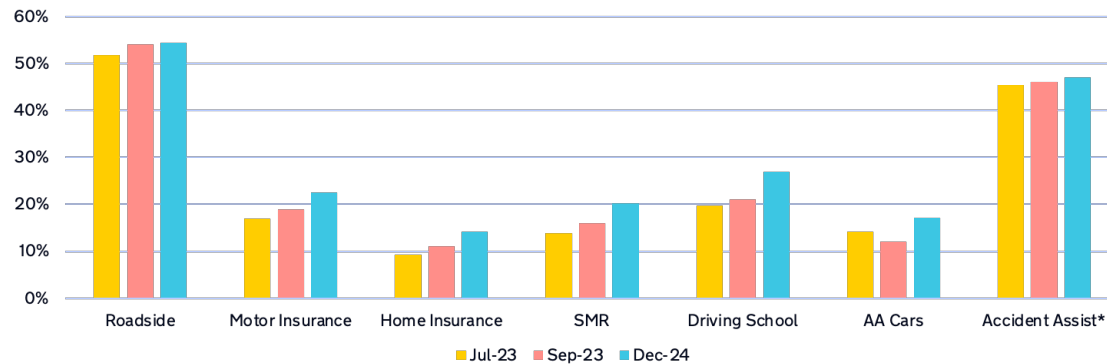
Objective 2: Increase awareness of, and propensity to buy, the AA as a multi-service proposition:

Increased Consideration of Multiple Products

Purchase consideration across the portfolio also increased and in some instances, this increase has either reversed a decline or accelerated a growth trend:

AA First Choice Consideration

% Drivers listing AA - Which of these brands would be your first choice if you were going to get or renew...



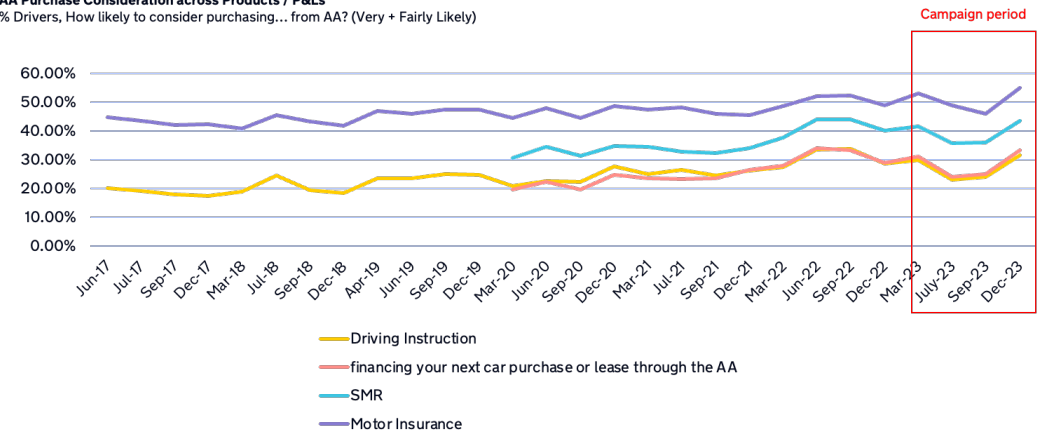
Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Increased Consideration of Multiple Products

Purchase consideration across the portfolio also increased and in some instances, this increase has either reversed a decline or accelerated a growth trend:

AA Purchase Consideration across Products / P&Ls

% Drivers, How likely to consider purchasing... from AA? (Very + Fairly Likely)



Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Floor it! The results

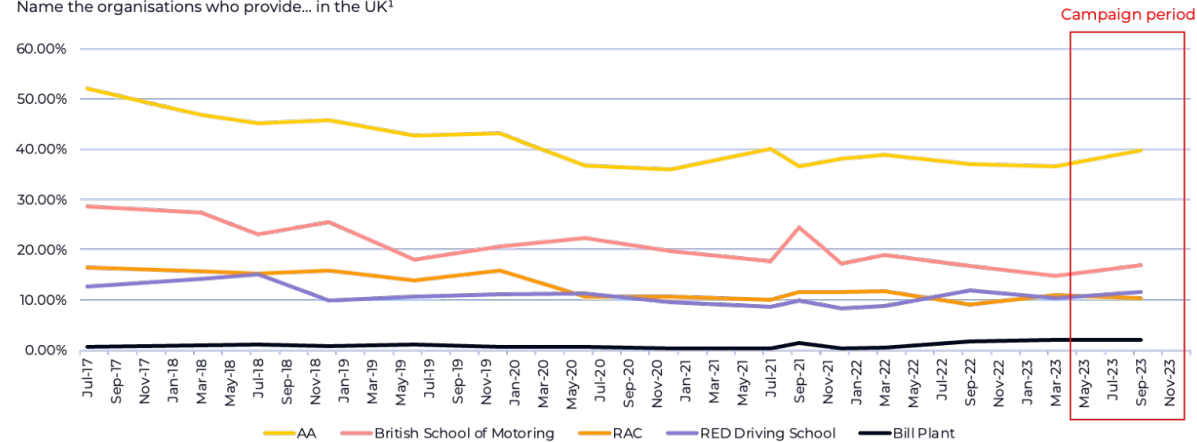
Objective 2: Increase awareness of, and propensity to buy, the AA as a multi-service proposition:

- The launch of 'It's OK...' and its multi-service messaging prompted an increase in searches at an individual product level:
- During the main activity period searches for AA Breakdown were up 91% year-on-year, with those for non-Breakdown services benefiting from an average YOY increase of 23%*
- These increases went hand-in-hand with an average monthly rise in visits to The AA's Breakdown page of 16% YoY and non-Breakdown pages of 12% YoY

Increased Consideration of Driving School

This increase and reversal of a decline has been particularly noticeable for AA Driving School, one of our key P&Ls given the opportunity it presents to bring new, younger drivers into the AA 'family':

*Spontaneous Driving Instruction Awareness
Name the organisations who provide... in the UK¹



Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Post launch showed consideration increases, again not only pre and post campaign and over time, but also over our chief competitor

AA Business Unit	Vs. RAC First Choice Consideration (Dec '23)
Breakdown Cover	+35.6%
Motor Insurance	+22.2%
AA Cars	+15.1%
Driving School	+21.1%
Service, Maintenance & Repair	+14.3%

Source: AA Group Brand and P&L Effectiveness Framework (The AA, Dec 2023)

*Source: Google Search Analytics, Dec 2023)

** (Source: Google Search Analytics, Jul-Oct 2023).

Floor it! The results

Objective 3: Increase sales across the individual non-Roadside businesses

Commercial KPIs for the period of the launch of the 'It's OK...' campaign showed positive YoY results compared to the same three-month activity period in 2022, across all key non-Breakdown business units:

AA Business Unit	Sales KPI	YoY Results (Jul/Sep 23 vs. Jul/Sep '22)
<i>Driving School</i>	New Learner Sales	+34.6%
<i>Motor Insurance</i>	New Sales	+17.0%
<i>AA Cars</i>	New Finance Applications	+42.2%
	Net Dealer Holdings	+14.9%
<i>Accident Assist</i>	Claims	+16.4%

Source: FY24 P&L Effectiveness Framework, The AA, December 2023

*Source: Google Search Analytics, Dec 2023)

** (Source: Google Search Analytics, Jul-Oct 2023).

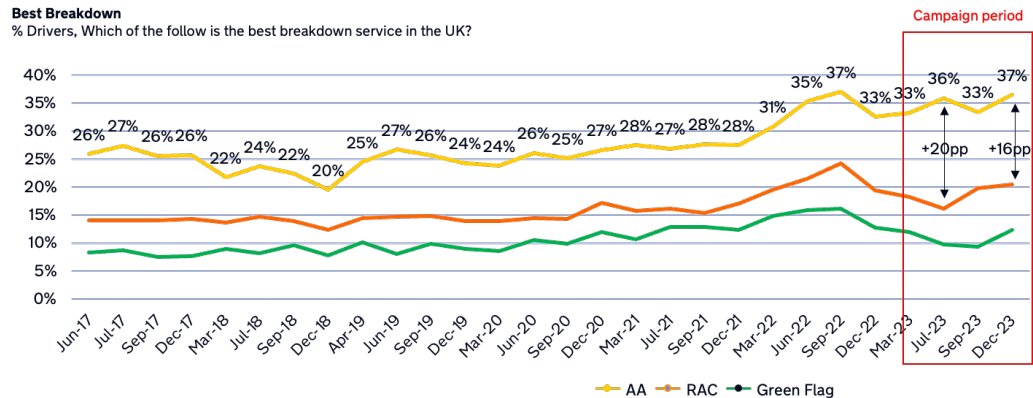
Floor it! The results

Objective 4: Increase consideration and purchase of Roadside, especially amongst younger drivers:

Growth in 'Best Breakdown' Perceptions

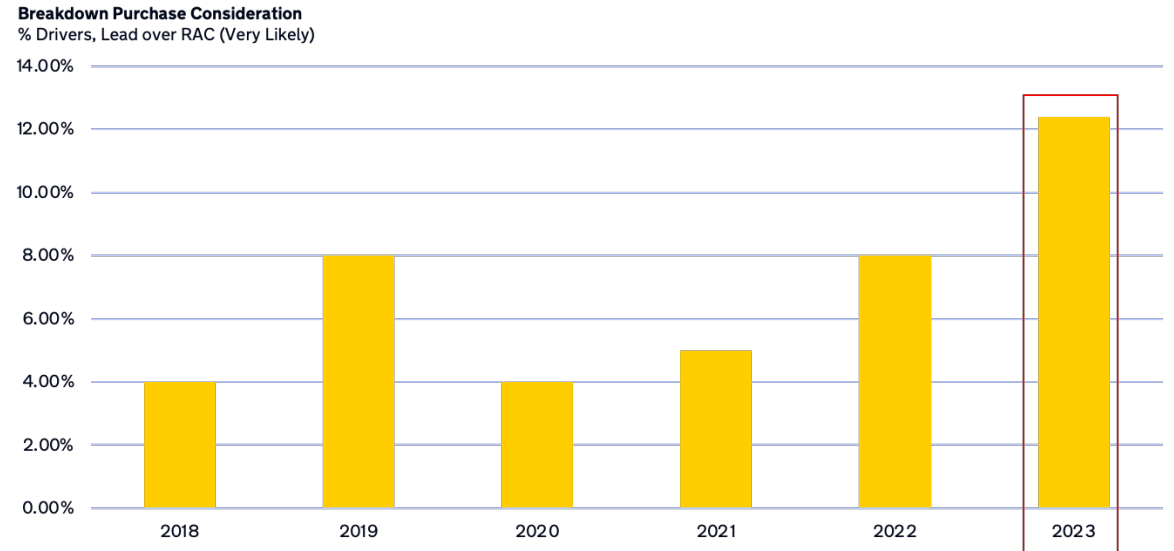
Perceptions of The AA as the UK's Best Breakdown Service rose to record levels during the campaign, with an uplift of 3.2% compared to pre-campaign levels, 3.9% year-on-year and 11.4% compared with the launch of the previous brand/creative platform in 2020.

This caused their lead over the RAC widened from a +10pt average lead in 2021, to +12pts in 2022, to a +14pt lead in 2023 culminating in its strongest lead on record by the end of the year



Breakdown Consideration Gap Increasing

The 'consideration gap' also widened, with the number of those claiming they'd be likely to consider purchases or renewing AA Breakdown significantly higher in 2023 than any previous year:

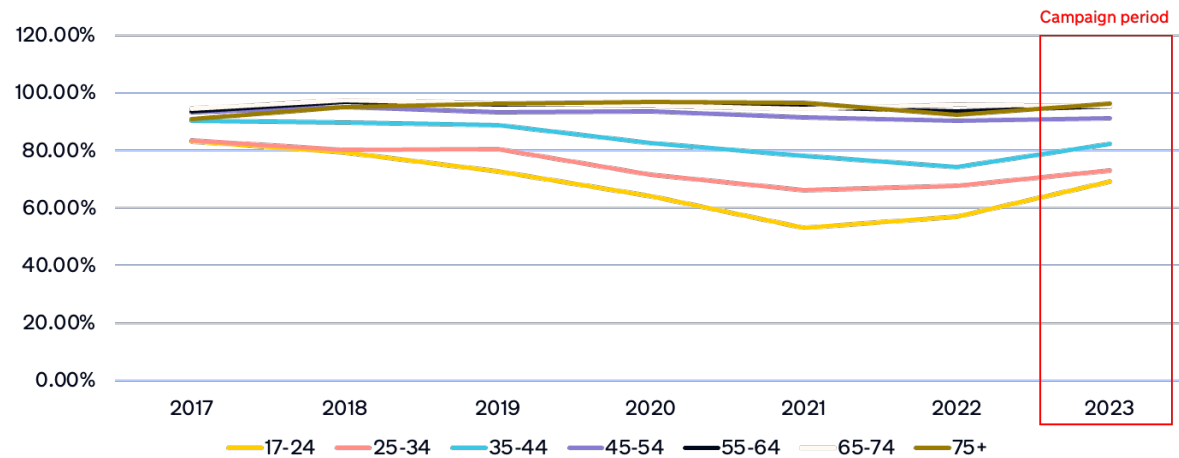


Floor it! The results

Objective 4: Increase consideration and purchase of Roadside, especially amongst younger drivers:

Growth in Younger Breakdown Awareness

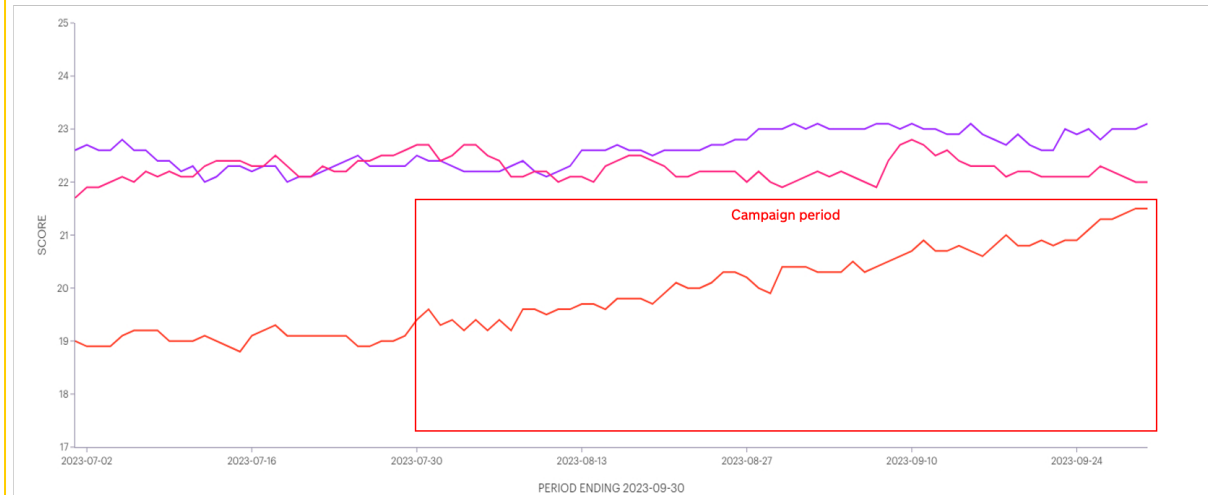
The increased appeal of our evolved approach amongst younger audiences helped accelerate a growth in Breakdown awareness amongst those audiences, after previous years of decline:



Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Breakdown Consideration Increasing Amongst under-45s

As a promising sign for the future lifeblood of the business and its membership base, this preference was reflected in a pronounced increase in Breakdown consideration amongst our priority under-45 audiences: 24% YoY and 26% vs. pre-campaign.



Source: Brand Health Insights, YouGov, September 2023

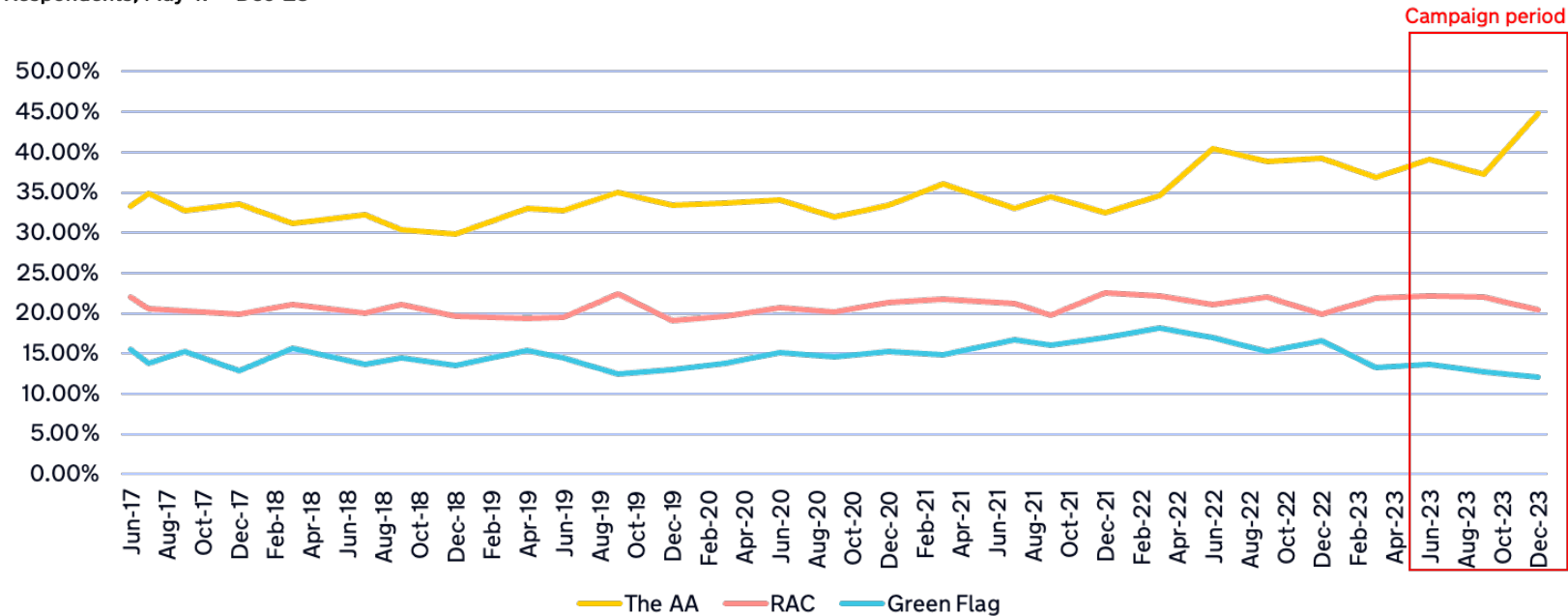
Floor it! The results

Objective 4: Increase consideration and purchase of Roadside, especially amongst younger drivers:

Increased Breakdown Share

In a flat Breakdown market, The AA's reported share rose significantly to 45 per cent:

Reported Breakdown Provider
% Respondents, May-17 – Dec-23



Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

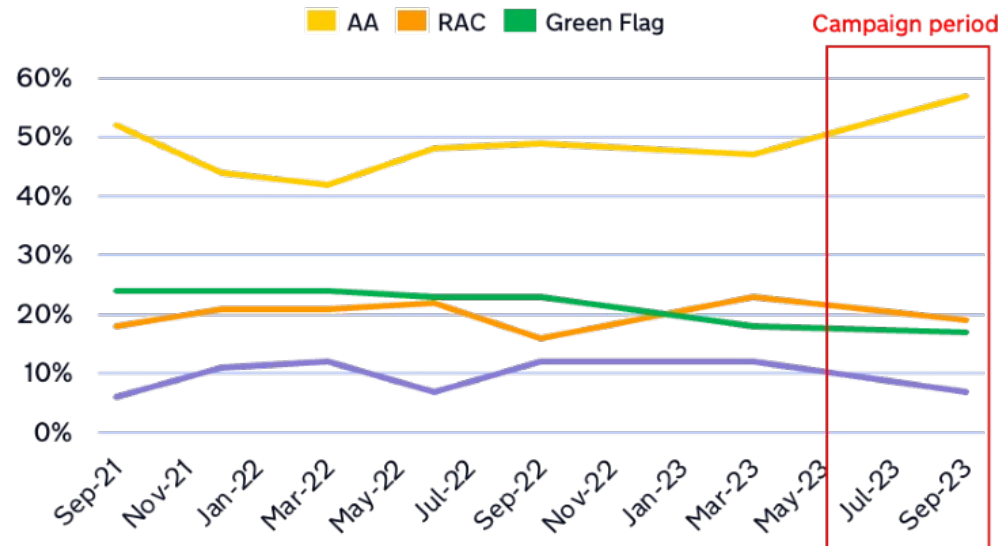
Floor it! The results

Objective 4: Increase consideration and purchase of Roadside, especially amongst younger drivers:

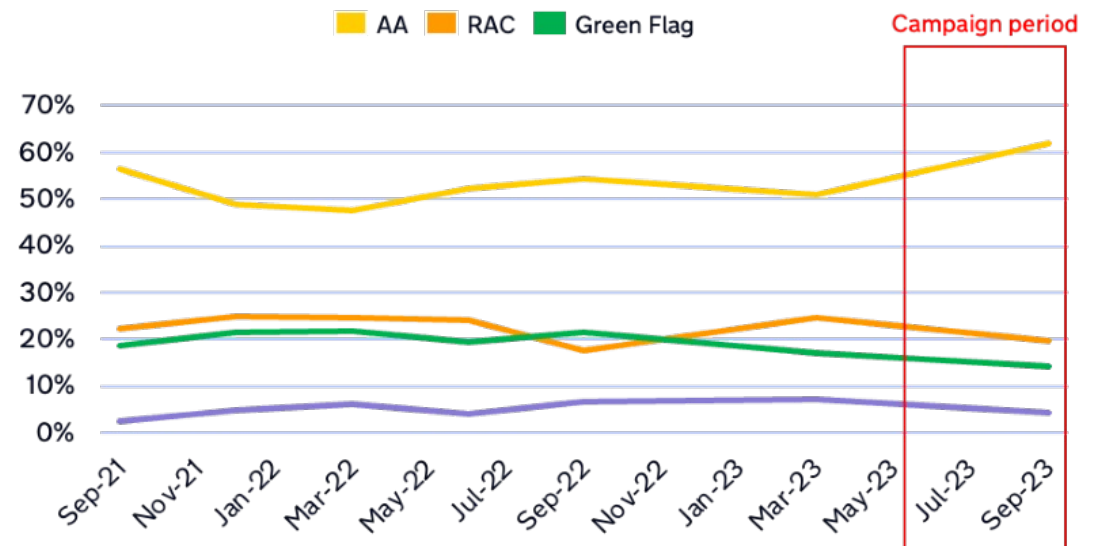
Increased Breakdown Share of Switchers

Beyond reported share, Breakdown generated its largest and record share of actual new business (57% of new accounts and 62% of share of wallet).

Breakdown – Share of New Business, Direct Cover Only
% Switchers Joining AA / RAC / Green Flag in Q



Breakdown – Share of (£) Wallet, Direct Cover Only
% Share of Quarterly Transaction Values, All Switchers

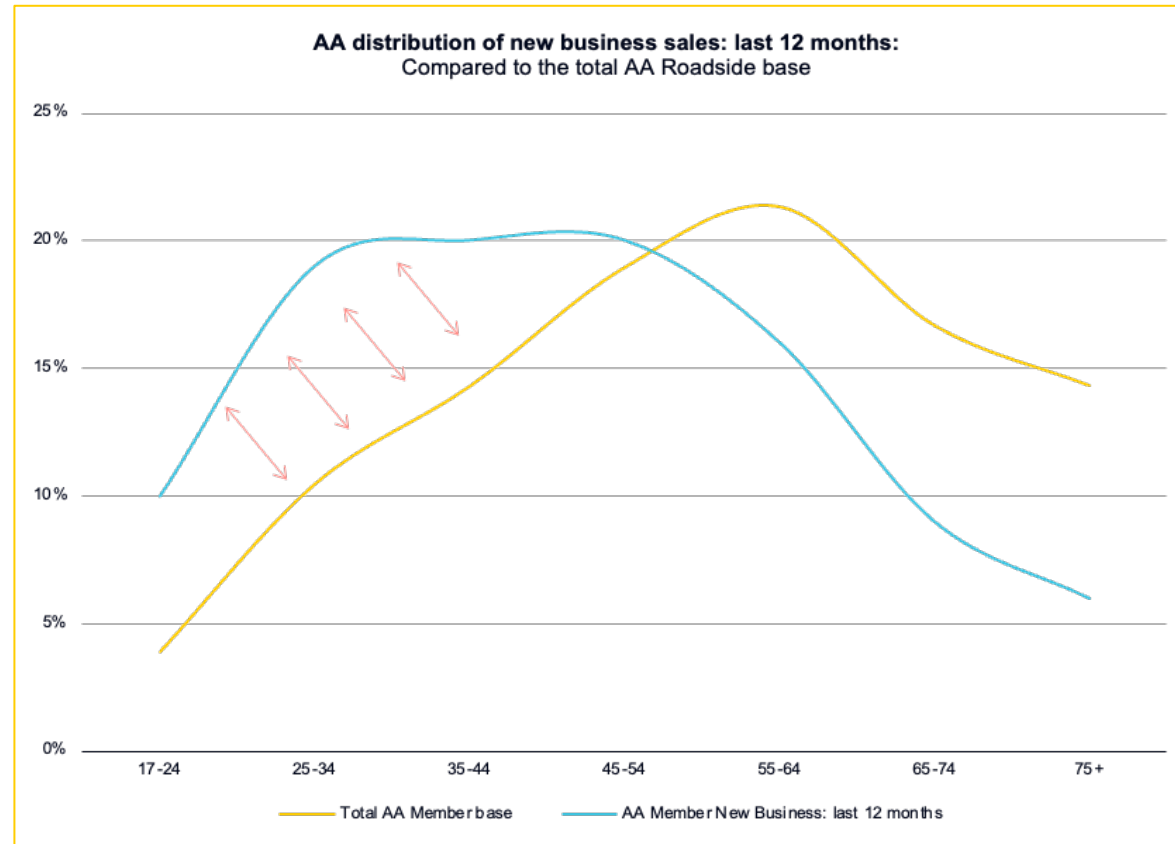


Source: Brand & Market Tracker, Q4 2023, Old Street Data Science

Floor it! The results

Objective 4: Increase consideration and purchase of Roadside, especially amongst younger drivers:

Our comms helped continue to lower the age profile of new customers vs the existing base, with YoY increases in both the 17-24 and 25-34 age groups recorded in Jan-Mar 2024:



Source: AA Membership Proposition Development, Stick & Twist, December 2023

Objective 5: Increase retention of existing members and perception that the AA rewards their loyalty

In Q3 2023 (during and post campaign)

- AA leavers were down 2% on Q1 (44% versus 46%)
- RAC leavers were flat (24%)
- Green Flag leavers were up 3% (26% versus 23%)

The campaign resulted in a stronger perception that The AA rewards loyalty (up 5.4% on pre-campaign levels and up 5% on The RAC)



A positive and strong return on investment

An ongoing econometrics study, measuring marketing investment's direct effect on Breakdown customers – and controlling for a number of factors such as seasonality, price and promotions – showed that investment behind the campaign across all channels was shown to generate a total ROI of £1.38.

Given that the AA's econometric modelling focuses solely on Breakdown acquisition, it's no surprise that Breakdown-specific channels were particularly effective. **Total ATL DR generating an ROI of £2.53 (a 6% increase YoY) and generating a 14% increase in Breakdown revenue,** with DRTV generated an ROI of £3.13 (an 8% increase YoY) and social £3.15, all proving that the drive towards a more multi-service offering was by no means sacrificing core product performance of what was already a well-oiled machine.

ROI for Brand (multi-service) was £0.96, but we are in the very early stages of a long-term brand-building approach, with a shift away from pure Breakdown messaging, so a lower result was to be expected. Despite this, **long-term New Business ROI was up 3% YoY** and we expect further strengthening of results expected as the campaign embeds beyond launch, with other measures shared previously giving us confidence that we've set the brand and business up for sustained success.

Industry recognition

Our creative strategy was not only well received by our audiences, but acknowledged by our industry peers in a wealth of coverage, support and accolades.



1 x Silver, 1 x Bronze, Shortlisted



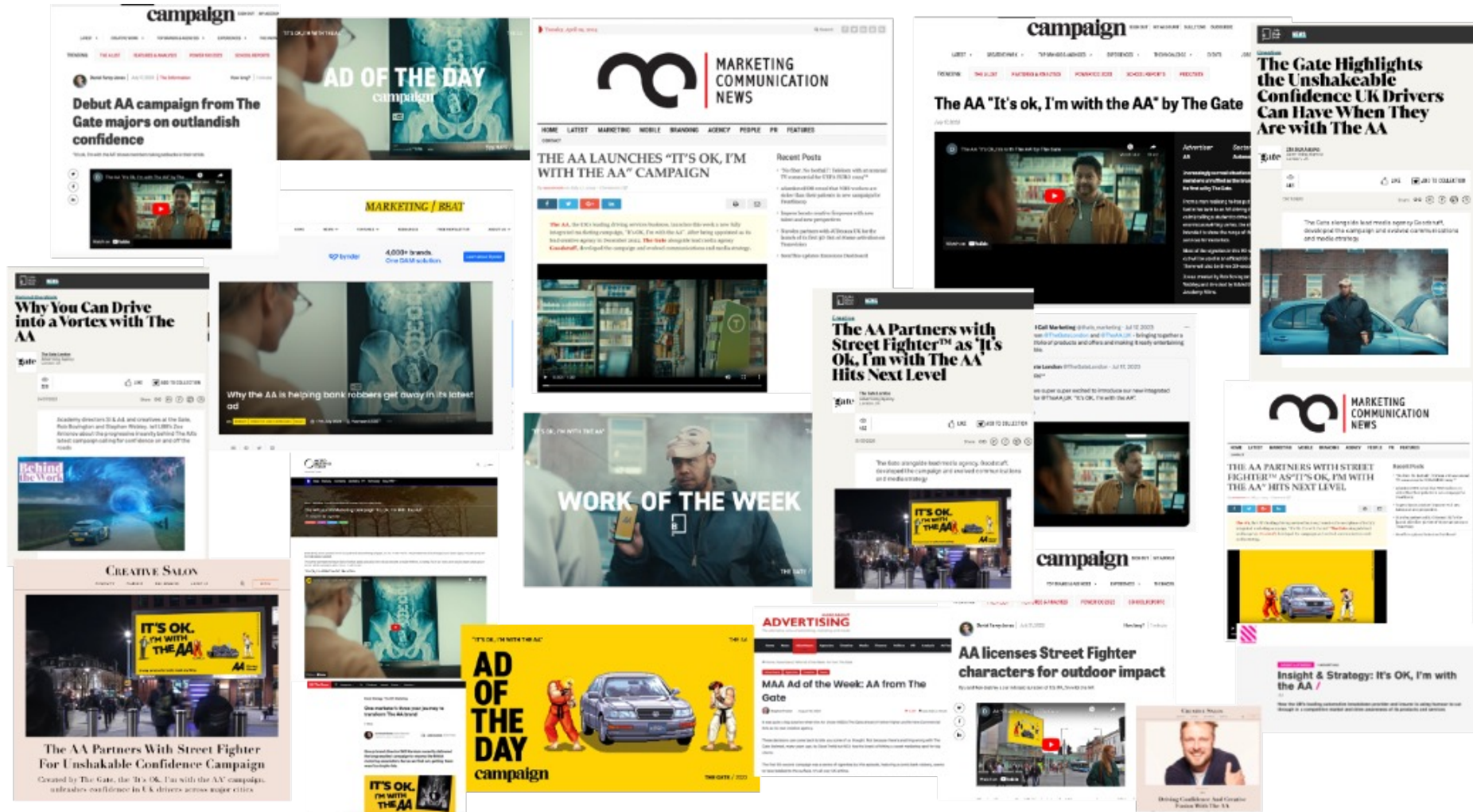
Shortlisted



2 x Bronze



Highly Commended



Source: 'It's OK...' press coverage (The Gate, March 2024)

How this work advocates the importance of the marketing industry

This is ultimately about the impact that Marketing can have on a business.

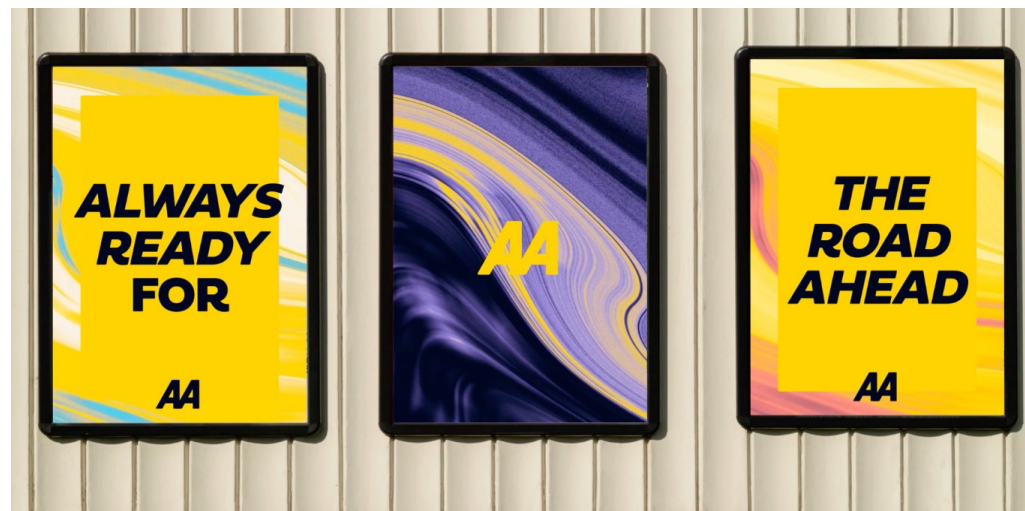
The vision was to move from a product-first business to a customer-first one. That is simple to type and incredibly hard to do, especially for a large, many-tentacled organisation with fixed ways of doing things and 14 million customers.

The AA brand team took internal stakeholders on a clear and timescale-defined process to translate group business strategy and objectives into tangible marketing strategy and objectives.

We drove organisational change to centralise marketing more, set up a new marketing strategy & planning team and ensured customer insights are at the heart of the marketing approach, versus a product-led approach previously. This has affected budgets, ways of working between marketing and business unit leads and the whole culture of the organisation.

But it's not just organisational change. This experience has elevated marketing's role within the organisation as the team that can create articulations – like Always Ahead - for the business which have a galvanising effect. Always Ahead has resonated with our customers, for sure. But internally, as a motivating, unifying spirit, it has helped to drive a 'group AA' mentality, rather than the somewhat siloed mindset we had before.

And after 119 years, it is that spirit that means we are always going to be ready for the road ahead.



The image features a bright yellow background. On the left side, there are decorative elements consisting of curved, overlapping bands in shades of blue, white, and yellow. Centered on the yellow background is the logo for AA. The logo consists of the letters 'AA' in a large, bold, black, sans-serif font. To the right of the 'AA' is the tagline 'Always Ahead' in a smaller, black, italicized sans-serif font, arranged in two lines: 'Always' on the top line and 'Ahead' on the bottom line.

AA *Always
Ahead*