



Making the shift from a transactional to an affinity brand

October 2017

OUR MISSION: We are an independent, nonprofit organization that works side by side with consumers to create a fairer, safer, healthier world.



HOW WE ACHIEVE IT



Rigorously testing
products and services

**Equipping consumers to make
informed, meaningful decisions**



Advocating on
behalf of consumers

**Policies and standards
in favor of consumers**



Investigating and
highlighting market problems

Safer products, better value

BY THE NUMBERS

80

years since our founding

60

state-of-the-art labs

5000+

Products and services tested annually

327 acres

at Auto Test Center

6m+

Subscribers

\$230+m

Revenue

0

Advertising

Transactions were the core focus

In how we interact with consumers

“Subscribe” | Minimal engagement | Limited focus on our mission

And how consumers perceive us

Large purchase moments | All about reviews

Meanwhile, technology changed everything

For brands	For consumers
<ul style="list-style-type: none">• Free competitive content• User reviews• Social media• Cause marketing	<ul style="list-style-type: none">• Trust factor• Information overload• Choice overload• Immediate gratification

To remain relevant, we are pivoting


trans·ac·tion·al

/tran'zakSHən(ə)l, tran(t)'sakSHən(ə)l/

adjective

Relating to the conducting of business, especially buying or selling

af·fin·i·ty

/ə'finədē/ 

noun

Relationship with, bond with, understanding of/for

(Re)building brand affinity - from the inside out

Internal efforts

- Clarity around brand, purpose, audience
- Staff engagement
- Organizational alignment

Consumer facing

- Communicating our purpose
- Engaging along the way
- Leveraging data to personalize

Internal Efforts

Clarity around purpose, brand and audience

Who is CR?

Mission

Vision

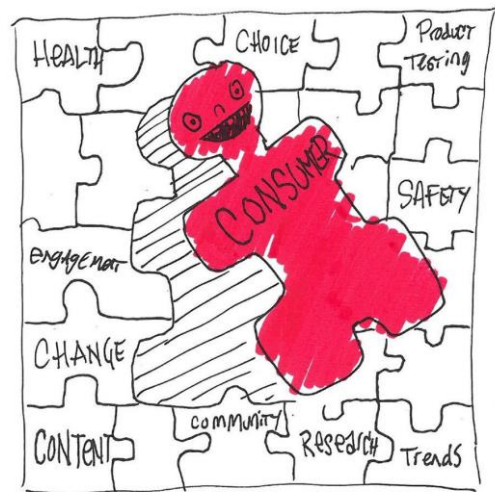
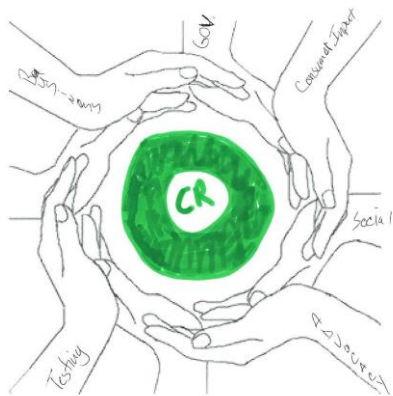
Brand positioning
and attributes

Who do we serve?

Attitudinal
segmentation

Target segments
For growth

Staff engagement



Organizational structure alignment



Consumer Facing

Communicating our purpose





Creating engagement in front of the paywall



Are You Ready for a Flat Tire?

Tips for car buyers and owners to ensure a flat tire doesn't leave them stranded.

October 18, 2017



Why Renters Insurance Is Worth Buying

Coverage can help those affected by the recent wildfires and hurricanes. Here's how to choose a policy.



Best Small Appliance for Making Smoothies and Puréeing Soup

Do you need a blender or a food processor—or both?



Ford Recalls 1 Million-Plus Trucks Due to Faulty Doors

Ford F-150 pickups and Super Duty trucks have doors that won't stay shut.

October 18, 2017

13M UVs

Traffic up **20%** YOY

78% of that growth is
for content in front of the paywall


6% from partnerships

...and behind

Biweekly engagement emails

CR ConsumerReports™

Home Smart Home



Whether you have a 4 bedroom house or a studio apartment, your home is your castle. Here are some tips on how home entertainment devices and smart technology can add comfort, fun and security to your living space.


Raising the Bar
Turn your living room into a home theater with a sound bar that adds richer and fuller sound to every movie and TV show, or go wireless without compromising sound quality! Check out [our ratings for sound bars](#) and [wireless speakers](#) to see which ones are music to our ears.

To Stream or Not to Stream
Whether you like to binge-watch or just want to cut the cable cord, streaming media players and services have plenty to offer. Our [buying guide](#) walks you through what you need to know before you commit.

Get a Load of This!
Washers and dryers are coming out with bold innovations. Read what our [testing reveals](#) about these new laundry features, like movable control panels and doing two loads of laundry at the same time.

CR ConsumerReports™

Know Before You Go



Before you book your next trip, take a look at sure-fire ways to get the best deals, stay safe and enjoy your vacation.

Fly High, Buy Low
What you need to do to [get the lowest airfares](#) when searching online.

Solving the Case
Stay ahead of the pack and check our [luggage buying guide](#) before you make a purchase.

Don't Let the Bed Bugs Bite
Hotels are a favorite hangout of the dreaded bed bug. Find out [where they hide](#) and how you can ensure a bug-free vacation

25% Open Rate

23% CTO


At zeitgeist moments where we play a critical role

Equifax Breach: What you can do to protect yourself

CRConsumerReports™

Dear Elena,

As you may know, a data breach at Equifax compromised sensitive data for nearly half of all U.S. consumers — including names, social security numbers, birth dates, addresses, and the numbers of some driver's licenses. Hundreds of thousands of credit card numbers were part of the hack. Now millions of Americans could be at risk for identity theft.



What can you do to protect yourself?

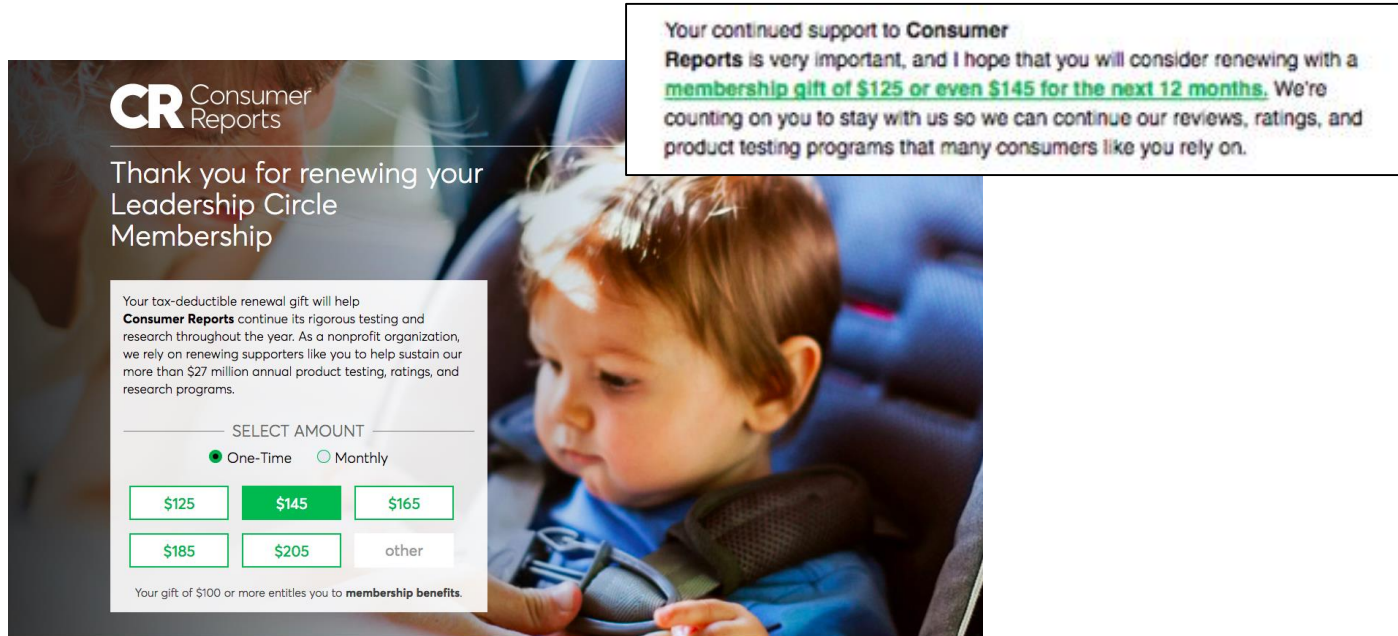
1) [Check with Equifax](#) to see if you have been impacted. Start by clicking on the "Am I impacted?" button. You'll have to provide your last name and the last 6 digits of your Social Security Number to find out if your personal data was affected by the breach.

2) **Decide if you want to enroll in credit monitoring.** According to Equifax, if you were indeed impacted by the breach, you can [enroll in credit protection and monitoring](#). Once you receive a signup date for the service, you will be given the option to register for one year of credit monitoring on or after [that given date](#).

30% Open Rate

23% CTO

Leveraging data to personalize the experience



CR Consumer Reports

Thank you for renewing your Leadership Circle Membership

Your tax-deductible renewal gift will help **Consumer Reports** continue its rigorous testing and research throughout the year. As a nonprofit organization, we rely on renewing supporters like you to help sustain our more than \$27 million annual product testing, ratings, and research programs.

— SELECT AMOUNT —

☒ One-Time ☐ Monthly

\$125	\$145	\$165
\$185	\$205	other

Your gift of \$100 or more entitles you to **membership benefits**.

Your continued support to **Consumer Reports** is very important, and I hope that you will consider renewing with a membership gift of \$125 or even \$145 for the next 12 months. We're counting on you to stay with us so we can continue our reviews, ratings, and product testing programs that many consumers like you rely on.

“I am still learning”

– Michelangelo at age 87

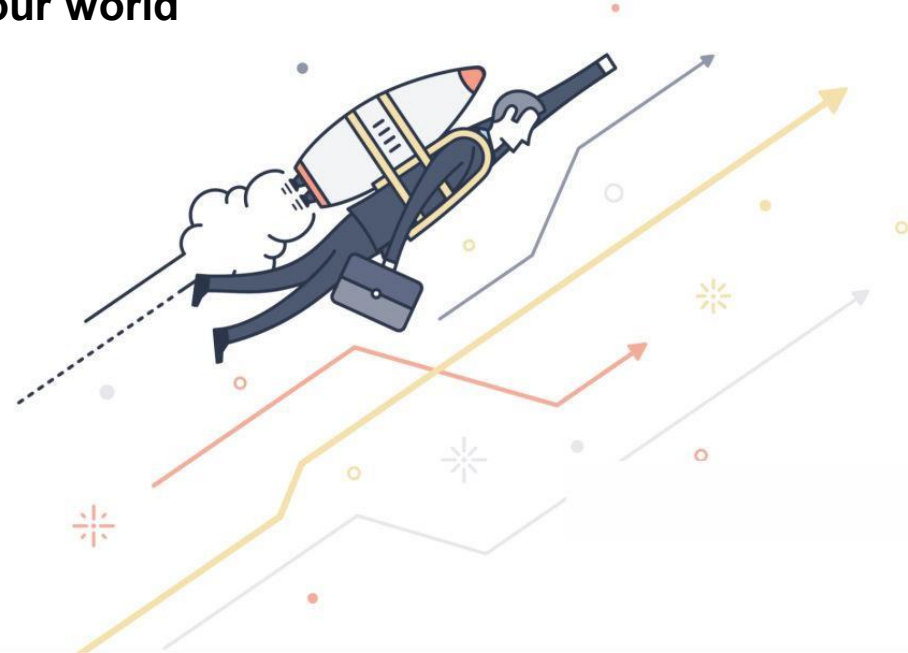
At 80 years old, we are a work in progress

- **Landing on the right KPIs**
- **Finding the right balance -**
what's in front of the paywall, what's behind?
- **Putting the emotion back into our brand**
- **Participation for consumers**



Key takeaways

- **Engage internally to engage externally**
- **Look at ROI - but don't let it rule your world**
- **Own, live, breath your purpose**



Thank you