



SUPERIOR  PERFORMANCE

GOODYEAR

2016 LATIN AMERICA **BRAND GUIDELINES**
The relentless pursuit of superior performance



TABLE OF CONTENTS

- 1.0 BRAND ESSENCE
 - 1.1 INTRODUCTION
 - 1.2 BRAND PYRAMID
 - 1.2 BRAND CHARACTER
- 2.0 BRAND ASSETS
 - 2.1 LOGO GUIDELINES
 - 2.2 COLOR PALETTE
 - 2.3 HEADLINES & WINGFOOT
 - 2.4 THE BLIMP
 - 2.5 TYPOGRAPHY
- 3.0 BRAND IN ACTION
 - 3.1 PHOTOGRAPHY
 - 3.2 PRINT ELEMENTS
 - 3.3 RETAIL ELEMENTS
 - 3.4 IN-STORE ELEMENTS
 - 3.5 DIGITAL ELEMENTS
- 4.0 CONTACT PAGE



1.0 BRAND ESSENCE

1.1 INTRODUCTION

THE PURPOSE OF THIS BOOK IS TO ENSURE BRAND ALIGNMENT AND CONSISTENCY ACROSS ALL LATIN AMERICAN MARKETS, BY ENABLING ALL THOSE CREATING THE WORK AND MAINTAINING THE GOODYEAR BRAND.

With this book we are aiming to standardize Goodyear's brand essence behind: **Superior Performance**, this will be our core message with Consumers and Fleets at all touch-points: from strategic above-the-line communications to tactical seasonal in-store promotions.

Superior Performance has been an important part of our brand and is a core functional attribute in Latin America as per Consumer and Fleet research.

To note, **Superior Performance** is not a campaign nor a selling line and should not be used as such; but rather will be the core theme that will enable us to have a common ground within the Americas to then evolve together to the new global platform to be rolled-out in late 2017.

This book is for internal Goodyear and agency use only, please do not distribute beyond this audience.

THE EQUITY PYRAMID

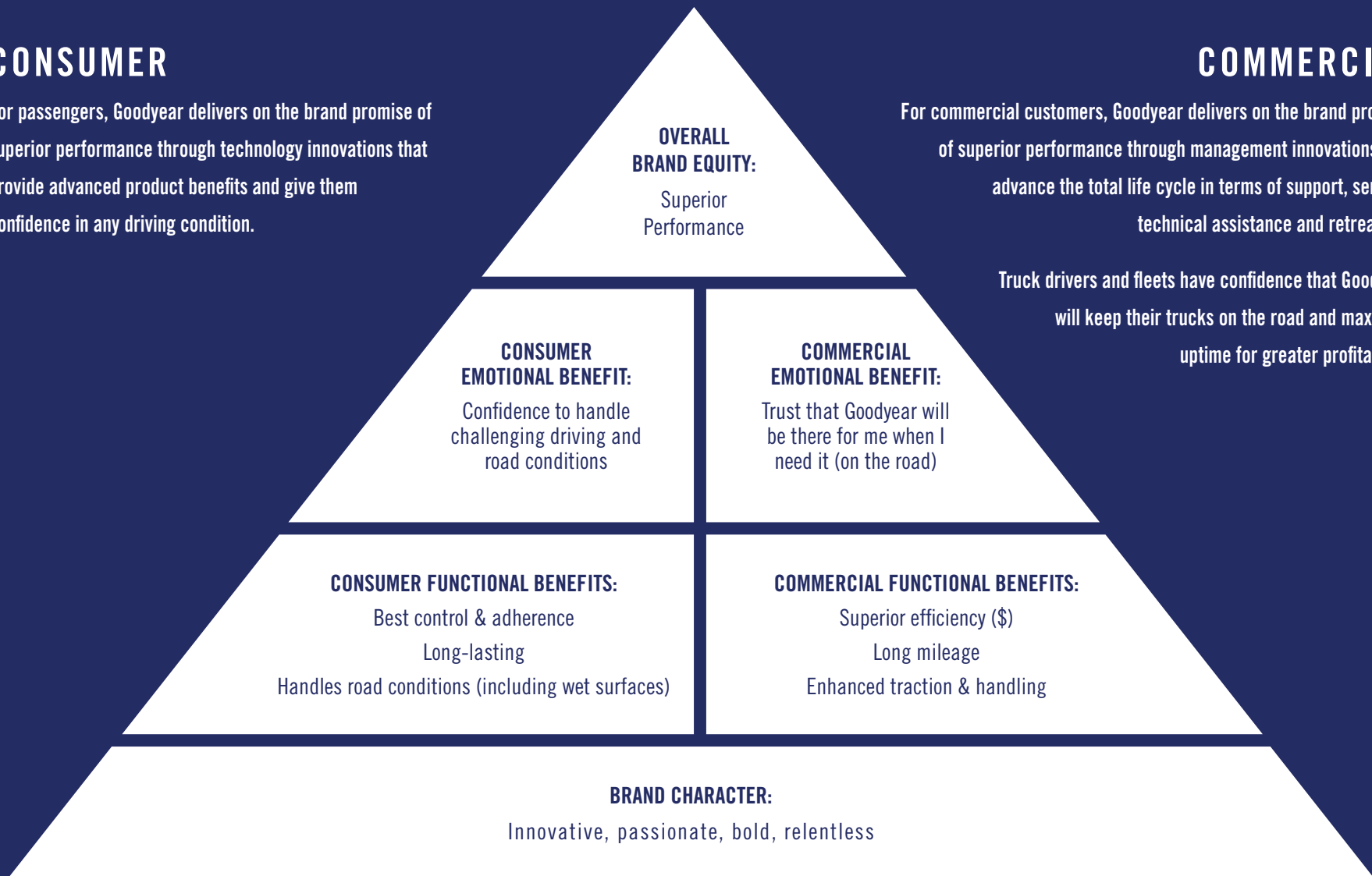
CONSUMER

For passengers, Goodyear delivers on the brand promise of superior performance through technology innovations that provide advanced product benefits and give them confidence in any driving condition.

COMMERCIAL

For commercial customers, Goodyear delivers on the brand promise of superior performance through management innovations that advance the total life cycle in terms of support, service, technical assistance and retreading.

Truck drivers and fleets have confidence that Goodyear will keep their trucks on the road and maximize uptime for greater profitability.



1.2 BRAND PYRAMID

GOODYEAR LEADS IN SUPERIOR PERFORMANCE FOR CONSUMERS AND COMMERCIAL FLEET CUSTOMERS.

End users trust Goodyear. And they have good reason. For more than 100 years, Goodyear has earned the trust of passengers and fleets, and both have come to automatically connect the Goodyear brand with performance that surpasses all others. Goodyear tires are designed and built for Latin American roads, and end users know they can rely on us.



1.3 BRAND CHARACTER

WE ARE AN INNOVATIVE LEADER

Goodyear is one of the world's leading tire companies. We've been innovating new tire products for more than 100 years, even putting the first tire on the moon. In Latin America, Goodyear has become synonymous with superior performance, having been the first region to set up an innovation department and the only plant in the world to win Utah State University's prestigious Shingo prize for operational excellence. This means we approach what we're saying in advertising with confidence because we're the ones at the front of the pack.

WE ARE BOLD

Goodyear tires climb the toughest mountain terrains and blaze through the hottest deserts. We're the official tire of NASCAR and the tire that broke the land-speed record multiple times. Our work should therefore boldly break through the clutter and stand out, making simple, clear statements about our brand and products.

WE ARE PASSIONATE

Goodyear thinks tires are awesome. That's why professionals who demand the most from their tires choose the brand that shares their passion for superior performance and their love of the road. In the tone of the work, this enthusiasm should be evident and contagious.

WE ARE RELENTLESS

Goodyear never stops learning from the tires we make, whether it's for extreme conditions or the everyday passenger vehicle and commercial fleet. We're not satisfied until we've made the right tire for every driving experience. And even then, we push ourselves further.



2.0 BRAND ASSETS

2.1 LOGO GUIDELINES

The Goodyear logo is one of the most recognizable and trusted visual icons in the world.

Diligent consistency will protect that brand and the image we have earned. This brand guide provides simple, practical standards to present the Goodyear brand in the most effective manner, yet leave enough latitude for originality in its execution. This starts with the correct usage of the Goodyear logo, a valued representation of our brand that must be used consistently and appropriately, as even minor variations will undermine and compromise the image of our brand.

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used — and logos should not be taken from this document.



PRIMARY LOGO - ALTERNATIVE COLORS

(*The blue background is not part of the logo)



Primary logo in color



(*The blue background is not part of the logo)



EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo "breathe," free from distraction.

MINIMUM REPRODUCTION SIZE

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



INCORRECT

The logo has become distorted from its intended aspect ratio, therefore stretching or squishing the shape and text.

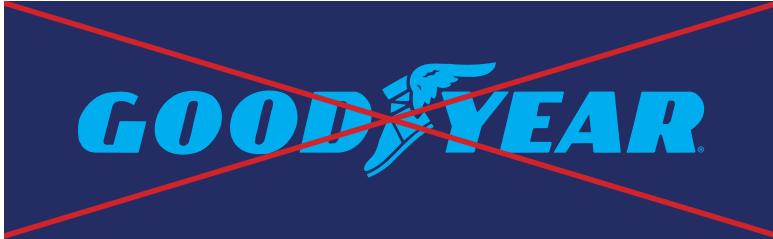
If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



(*The blue background is not part of the logo)

CORRECT

The logo's shape is consistent with the initial design, retaining balance and legibility.



INCORRECT

A color outside of the selected brand color scheme has been used.

This is not recommended, as it confuses the brand image.

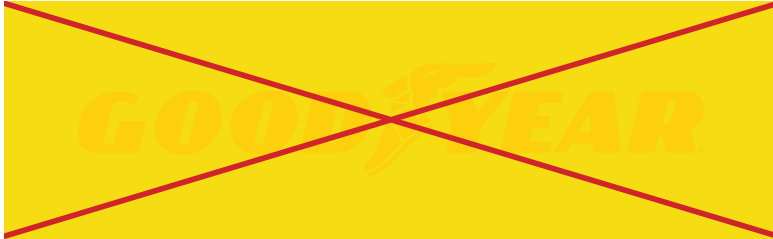
Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



(*The blue background is not part of the logo)

CORRECT

The logo is presented in its primary colors, using the primary typeface that has been selected for the logotype.



INCORRECT

The backdrop for the logo's placement is too similar to the primary color. It lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo.



(*The blue background is not part of the logo)

CORRECT

The logo is clear and visible, set in primary colors onto a backdrop that shows contrast.

Although the backdrop is not white, the colors have been adjusted accordingly to work with the design.



2.2 COLOR PALETTE

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone® colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

		PANTONE COLOR REF.	CMYK	RGB	HEX
Primary Brand Color		Pantone 280	100 / 94 / 28 / 23	35 / 44 / 100	#222c64
Secondary Brand Color		Pantone 109	1 / 16 / 100 / 0	254 / 209 / 3	#FED102
Third Brand Color		Pantone White	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF
Background/Base Color		Pantone 280	100 / 94 / 28 / 23	35 / 44 / 100	#222c64



(*The blue background is not part of the logo)

EXAMPLES OF HOW THE PRIMARY LOGO DEALS WITH THE ALTERNATIVE COLOR BACKGROUNDS FROM THE SUGGESTED SCHEME.

The only "rules" are: a) that the colors do not clash and b) that there is a level of contrast (or difference) between logo, typography and its specified backdrop. This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.



2.3 HEADLINES & WINGFOOT

The primary typeface is Wingfoot Sans.

These have been carefully selected to best represent the brand image, and must be used to retain consistency — especially within the logo. Replacing fonts with alternatives should not be done under any circumstances.

AN ICONIC SYMBOL BECOMES A WAY TO CONVEY ASPIRATION.

The winged foot of Mercury, the fleet herald of good news, was the original inspiration for the Wingfoot symbol that now represents good tidings to users of Goodyear products everywhere in the world.

In addition to its place in the Goodyear logo, that symbol has become a visual icon used in aspirational brand statements. Because they look like the logo itself, it is essential that Wingfoot statements convey higher levels of meaning rather than mundane descriptions.

The Wingfoot must only be used to elevate a message of significance and superiority, always building on brand equity and character. Two words joined by the Wingfoot can dramatize the Goodyear brand as innovative, bold, passionate and relentless. Examples include ADD/WATER and GO/FAR.

Wingfoot statements can communicate how Goodyear products and services outperform others. For instance, MAXIMUM/LIFE and MAXIMUM/INNOVATION clearly denote how Goodyear bests the competition.

It is also possible to creatively describe fanciful messages that put the reader into places or situations where the Goodyear brand promise delivers, with DRIVE/ARRIVE and WISH/GRANTED serving as examples.

ADD  WATER

GO  FAR

THRILL  RIDE

HEADLINES

The headlines are always presented in yellow, while the Goodyear Wingfoot symbol always has to be located in the center, dividing the headline components in two.

If legibility is compromised by any factor, such as background imagery, add a black shadow so its visual strength never gets compromised.

ADD  WATER

GO  FAR

THRILL  RIDE

BLACK SHADOW

The black shadow has to be 100% solid black, positioned just one point down and arranged to the back. This way, the yellow headline is always displayed in front.

ADD  WATER

GO  FAR

THRILL  RIDE

HEADLINE DO'S

This IS a suitably aspirational message that incorporates the Wingfoot symbol appropriately. It conveys confidence to the extent of challenging the reader to “add water” because the product is so superior in terms of handling and traction that it can handle the wettest of wet conditions.

GREAT  TRACTION
MORE  MILEAGE
TIRE  SALE

HEADLINE DON'TS

This is NOT an interesting way of using the Wingfoot to communicate a product benefit.
It is too straightforward and does not drive emotional relevance to the tire's performance.



2.4 THE BLIMP

A LASTING SYMBOL.

Goodyear entered the fledging aviation industry in 1910, since then the BLIMP has become an authentic connection to sports and culture, having provided aerial coverage at some of the most important and exciting events.

Goodyear's BLIMP has been a part of sports winning-est programs and seen the championship moments that have inspired superior performance. "Blimp worthy" events carry an excitement and cultural significance that this moment matters.

The BLIMP is a core brand asset and should be treated as such, we should NOT use the BLIMP on tactical communications such as promotions or co-op materials.

BLIMP images are available at: <https://corporate.goodyear.com/en-US/media/gallery/blimps.html>. Please confirm with Regional Marketing that we have appropriate rights to cover the intended use of the images.



2.5 TYPOGRAPHY

The primary typeface is Wingfoot Sans Regular, complemented by secondary and tertiary fonts, Trade Gothic Bold Condensed and Frutiger Bold Condensed, respectively. These have been carefully selected to best represent the brand image, and must be used to retain consistency — especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

PRIMARY TYPEFACE

Wingfoot Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£#\$%^&*()i€ç∞§¶·°--_ = + {} [] ; :

^,.,~Åıçð´f©´Δ°¬μøπœβ†´√Σ≈¥Ω

GOOD  YEAR®



SECONDARY TYPEFACE

TRADE GOTHIC BOLD CONDENSED NO.20

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

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TERTIARY TYPEFACE

FRUTIGER BOLD CONDENSED

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ABCDEFGHIJKLMNPOQRSTUVWXYZ

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3.0 BRAND IN ACTION

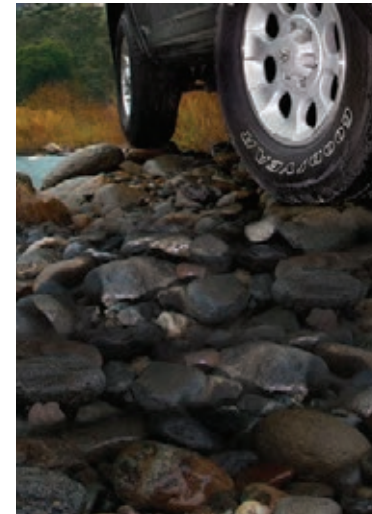
3.1 PHOTOGRAPHY

A strong brand needs a strong image. The visual elements chosen to represent the Goodyear brand are crucial to success in conveying the right image. Photography is one of the most important factors in that process.

Powerful visuals can represent powerful ideas. Therefore, Goodyear photography needs to be as superior as the products themselves. Goodyear photos must show how our products perform — not static and boring, but pushing boundaries in the kind of tough conditions passengers and commercial fleets deal with every day.

An unprofessional photo cannot meet the standards of a global brand like Goodyear, yet a photo that's well done but irrelevant or inappropriate can also undermine the brand value.

To help judge a photographic choice, consider its subject matter, style and quality.

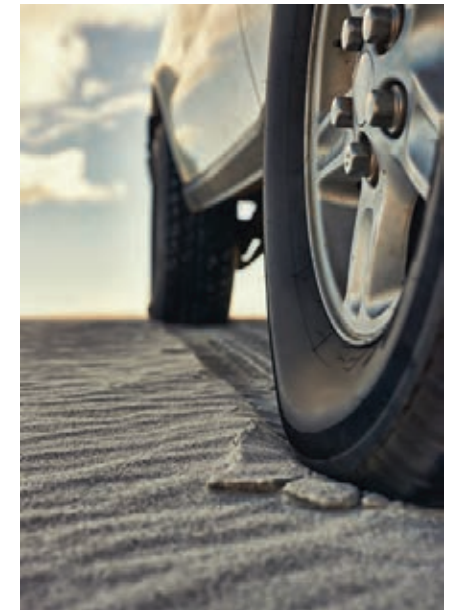


SUBJECT, STYLE QUALITY

Goodyear stands for superior performance. That is the brand's differentiating position in the marketplace, a relentless pursuit of leadership through innovative technology breakthroughs.

Given this brand position, it makes sense that photography conveys a sense of performance and technological excellence. As such, the subject matter should be a focus on Goodyear superior products in use — rather than, say, lifestyle photography, which would be more about people and their relationship to the brand than about product superiority.

The style should be dynamic, with bold composition and strong imagery. Whether in motion or stationary, Goodyear tires and the vehicles on which they are installed should look dramatic and vital. All photography should be of the highest level of quality or cannot fit Goodyear as a brand.





TIRE PHOTOGRAPHY

Goodyear must be protective about the manner in which our products are presented. Any tire photography needs to be of the highest quality and resolution, with sufficient clarity to highlight the salient features of the product.

As exemplars of superior performance technology, Goodyear tires should be shot either at a three-quarter angle (to provide a clear view of tread and sidewalls) or combining a straight-on image detailing the tread pattern with one that displays the product in “beauty shot” configuration.

Tires should always be in pristine condition, clean and photo-prepped to capture the new tire sheen, as well as lighted to enhance visual depth and richness. It is recommended to shoot on a white background, whether including the natural shadow to place the tire in “real space” or having it added via photo retouching.





- 1 **FUEL MAX® TECHNOLOGY INCORPORATES INNOVATIVE FUEL-EFFICIENT RUBBER COMPOUNDS, TIRE CONSTRUCTIONS AND TREAD DESIGNS**, lowering rolling resistance to help promote energy efficiency and enhance fuel economy
- 2 **TREDLOCK® TECHNOLOGY FEATURES INTERLOCKING MICROGROOVES AND A WIDE TREAD** to help stabilize the tread for long tread life and enhanced toughness
- 3 **HIGHLY SIPED CENTER RIB AND LATERAL GROOVES** help enhance all-season traction



PENETRATION PROTECTORS
help resist stone drilling for retreadability



STEEL-BELT CASING PACKAGE
offers toughness, endurance and robust retreadability



STEP-DOWN ILLUSTRATIONS

Highly detailed photo illustrations or computer-generated imagery dramatically exhibits the Goodyear technology that’s inside the tire.

Superior performance comes from advanced innovation, and product step-downs or cross-sectional representations bring the viewer into a world that brings product invention to life.

Step-downs should always include enough of the tread to show the tire pattern in detail and highlight its depth; lead the viewer section-by-section and feature-by-feature through that tire’s best “reasons to believe;” and be clearly keyed to brief explanatory copy about the respective benefits of those features.

These CGI illustrations work best when bright, easily distinguished colors can differentiate between the multiple tire components, while tone and texture helps accentuate each.



3.2 PRINT ELEMENTS

Goodyear advertising must convey the qualities that define our brand. If someone sees an ad for Goodyear, the one thing they should remember is that Goodyear means superior performance.

Ads should look and feel like they reflect performance leadership, while text should be confident and strong, built around a theme of superiority.

To consumers and customers, Goodyear products embody their perception of the brand. They believe that Goodyear stands for performance leadership. Therefore, product ads must underscore this superiority.

First and foremost, the audience needs to know that the products depicted come from Goodyear. Therefore, we use the many powerful and recognizable brand assets. Beyond the logo itself, we have distinctive blue and yellow colors; the iconic Wingfoot symbol; and category-defining tire designs and construction.

Attention-getting Wingfoot headline aligns with product benefits and is centered over the main image

Optional sub-headline underscores the main message



Product "endorsement" and name have prominence

Concise benefit bullet points are clear and direct

Yellow line separates brand identity from ad creative

Goodyear logo at sufficient size and isolation

Legal line and disclaimer that legally covers claim(s)



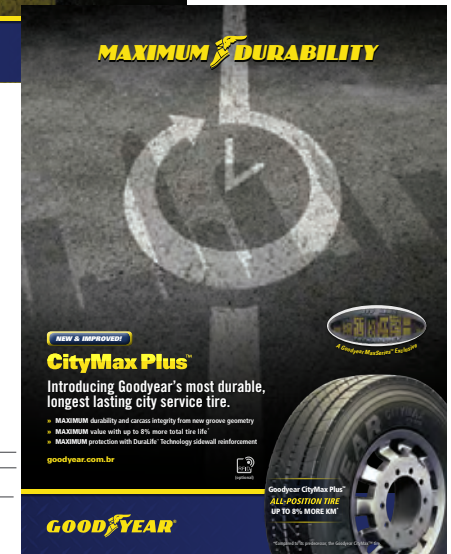
Key visual symbolizes this product's key advantage

Competitive statement positions product as superior

Goodyear proprietary technology symbol

Contact and/or call-to-action

Blue box highlights the brand



Individual product identification

Attention-getting Wingfoot headline aligns with product benefits and is centered over the main image

Performance-related imagery makes this product line stand out. These dynamic visual conceptualizations are fun to look at and engage the consumer, while conveying a main defining message.

Copy points should be benefit-driven, and supported by specifics and performance statistics if possible. Highlighting the facts in Goodyear yellow gives them prominence and helps sell harder.

Legal line and disclaimer that legally covers claim(s)

ADD WATER

Our best in wet performance for your sports car

- SUPERIOR PERFORMANCE – Better wet road handling*
- EXTENDED TREAD LIFE – XXXX more kilometers*
- EXTRA FUEL SAVINGS – Less rolling resistance*
- PREMIUM RIDE QUALITY – More driving comfort*

New Goodyear EfficientGrip™

*Best in internal testing as compared to Eagle Excellence AquaMax radial.

GOODYEAR

A detail is added underneath the tire to emphasize its performance.

GET THERE

Our best tire for mixed-use applications

- RIGGED CONSTRUCTION – Duracore Technology™ for extra sidewall protection
- SUPERB WET GRIP – 15% improvement in wet traction from Next Generation Silica Technology
- TOUGH SURFACE HANDLING – Open tread pattern and biting edges handle mud, sand, and rocks

New Wrangler™ All-Terrain Adventure

*Based on internal testing. See Goodyear.com for details. ©2015 Goodyear

GOODYEAR

OL WAVES

Our best wet performance tire for SUVs

- EASY RIDING – Exceptional handling in wet conditions
- SLICE CONTROL AND BETTER BRAKING – One layer of Sipes™ combined with advanced new tire technology*
- GO THE DISTANCE – Great results for more kilometers

New Goodyear EfficientGrip SUV™

*Based on internal testing. See Goodyear.com for details. ©2015 Goodyear

GOODYEAR
KILOMETROS DE HISTORIAS

BEST IN CLASS SILICA TECHNOLOGY

It is best to feature a tire group that helps the consumer see the detail of the tread design. Tire angles toward the copy and logo



3.3 RETAIL ELEMENTS

Store promotions are a key contribution to any retail operation. Examples of promotional activities are sales, rebates, premiums, sponsorships, events and sweepstakes/games. While not inherently brand- or image-building, promotional advertising should still support the brand values and be consistent with a brand's position.

Promotional advertising and materials should balance known brand assets (e.g., brand identity, Wingfoot symbol, colors) with a prominent offer focus. Though the main purpose is the promotion itself, the superiority of Goodyear product performance should come across in quality and style.

Wingfoot word graphic encompasses the main sentiment and is centered over the main image

DRIVE ARRIVE

FOR A LIMITED TIME

FREE MATS WITH SET OF 4 EFFICIENTGRIP® SUV TIRES

- Confident Wet/Dry Grip
- Solid Braking & Responsive Handling
- Fuel Efficiency

PLUS

- EXTRA LIMITED-TIME SAVINGS: **\$49.95 RADIATOR FLUSH & FILL**

GOODYEAR

Dealer Imprint Here

Urgency message and offer headline clearly supplies the value/reward motivation

Brief bullet points show that a good offer coexists with product performance

Isolate brand logo on solid blue background

Dealer identity area visually connects to the Goodyear brand as an endorser and provides a clean, defined area for dealer info. This space could go up to 50% of the ribbon as per customer request.

WISH GRANTED

FOR A LIMITED TIME

BUY 3, GET 1 FREE!

GOODYEAR'S UNRIVALED QUALITY AND TECHNOLOGY, FOR LESS.

- Get a NEW set of Goodyear Wrangler SUV Eagle Sport or Assurance Radial tires at a 25% SAVINGS BONUS
- You CAN get the QUALITY of Goodyear for a price you can AFFORD

PLUS

- EXTRA LIMITED-TIME SAVINGS: **\$19.95 OIL CHANGE**

GOODYEAR

Secondary offer cross sells dealer services

CELEBRATE SALE

FOR A LIMITED TIME

STOREWIDE EASTER SALE!

GET AWAY WITH GOODYEAR!

- Say "hello" to spring with a set of NEW Goodyear tires
- Get THE BEST for your family getaway
- All at our BEST PRICES!

PLUS

- EXTRA LIMITED-TIME SAVINGS: **\$19.95 OIL CHANGE**

GOODYEAR

Dealer Imprint Here

3.4 IN-STORE ELEMENTS

The main objective in the design and display of in-store point-of-sale materials is to help the consumer make their decision through the most clear and persuasive presentation possible.

- They must know the application for a given product (which vehicle type).
- They must understand its main benefit and salient reasons-to-believe.
- They must see that the product is part of the Goodyear family, an industry-leading endorsement which cannot be underestimated in its significance.

In-store elements should be placed within the dealer environment in as close in proximity to the relevant product as possible, with the exception of general Goodyear branding elements and sale/promotion announcements, which should be in prominent spots both outside and inside the retail space.



Tire Center



Cubes



Feather Flags



Hanging Dangler



Tire Stack Sleeve



Window Banner



3.4 DIGITAL ELEMENTS

Social media is an excellent tool for amplifying our core brand identity and theme of **Superior Performance**. When fueled by valuable, engaging content that is consistent with our brand standards, it increases awareness and engagement with existing customers and prospects.

Please refer to the following guidelines when crafting social media content for our brand.

FACEBOOK

- Always use a recognizable Profile Picture (e.g. Goodyear logo).
- Ensure the “About” section is always up-to-date and contains relevant information about the company.
- Coordinate the Cover Photo, Pinned Post, and Profile CTA to promote marketing campaigns.
- Utilize Facebook targeting tools to segment posts by age, gender, education, etc. This increases the likelihood of driving engagement.
- Be economical when it comes to post content. If a post goes beyond two paragraphs, it’s probably too long.
 - This is especially true in cases of linking to a separate web page or displaying a video that contains more details about the post topic.
- Don’t post too often. (A good rule of thumb is 2-4 posts per week, and never more than one post per day.)
- Post during strategic times of the day. Research has shown that posting between 1-4pm results in the best click-through and share rates.
- Use tracking URLs and Facebook Insights to analyze page performance. This enables you to tailor your content strategy to post more of what works -- and less of what doesn't.
- Make posts visual, and don’t just rely on text
 - Visual content is more appealing to a viewer – and more likely to engage them.
 - This can include: Photos, Graphics/Infographics, and Video
- Use Paid Media budget to amplify successful organic posts, expanding the reach and attracting more visitors to the page.

PINTREST

- Always use a recognizable Profile Picture (e.g. Goodyear logo).
- Re-pin other people’s content, but never re-pin the content and edit the source link.
 - If we did not create the content/image, do not imply that it is ours.
- Include a description for each Pin and include a keywords & hashtags to ensure the pin is searchable/easily found.
- Pin 3-5 times per week to ensure that we show up regularly in our followers’ feeds.
- Create boards with literal names (e.g. “Racing Tires”) to enhance searchability.
- Only pin items that our target market would be interested in.

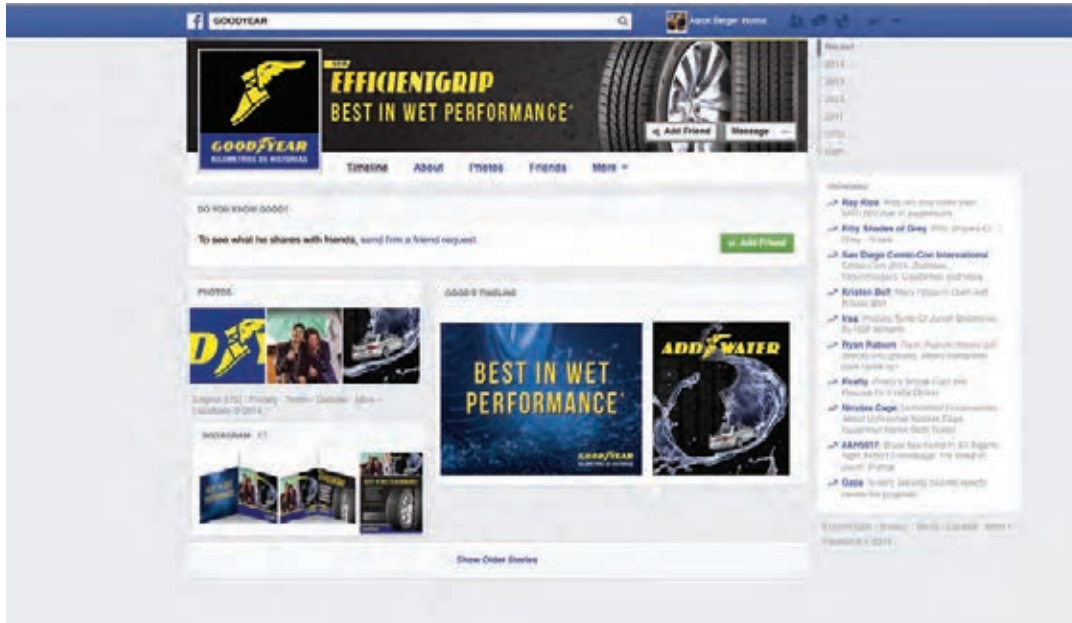
TWITTER

- Always use a recognizable Profile Picture (e.g. Goodyear logo).
- Ensure that the company’s main slogan/mantra, brief company description and website URL are listed on the profile page.
- Coordinate the Header Photo and Pinned Tweet, especially in cases when we are promoting marketing campaigns.
- Coordinate Tweets with Facebook posts.
 - Tweets should be shortened versions of a Facebook post, and link to either the full Facebook page or a designated web page with more information.
- Tweet during strategic times of the day.
 - Research has shown that Tweeting between 12-3pm results in the highest number of retweets and favorites.
- Use tracking URLs to analyze page performance. This enables you to tailor your content strategy to post more of what works -- and less of what doesn't.
- Make posts visual, and don't just rely on text.
 - Visual content is more appealing to a viewer – and more likely to engage them.
 - This can include: Photos, Graphics/Infographics, and Video

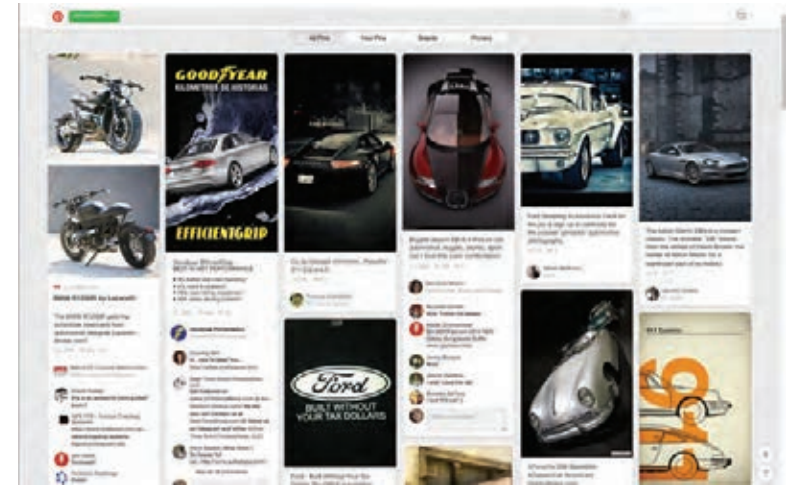
YOUTUBE

- Always use a recognizable Profile Picture (e.g. Goodyear logo).
- Ensure the “About” section is always up-to-date and contains relevant information about the company.
- Ensure clarity of our channel’s content structure. All videos should possess simple, obvious titles relative to their content.
- Ensure content is fresh, regular and in-line with the aims/interests of our audience.
- Optimize SEO by making sure the proper keywords are associated with each video.
- Make sure our channel page is visually attractive (Thumbnails, banner image/art, channel trailer), as it is a reflection of our brand identity.
- Leverage YouTube Analytics to measure/track visitor engagement and views.
- Separate consumer-oriented videos from the corporate-oriented ones

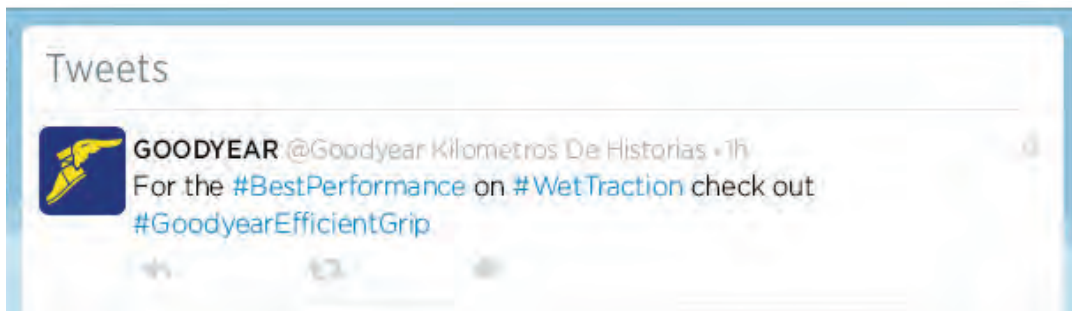
FACEBOOK



PINTEREST



TWITTER



YOUTUBE





4.0 CONTACT PAGE

DIEGO VASQUEZ

Marketing Director Latin America – Consumer & Commercial

The Goodyear Tire & Rubber Company

200 Innovation Way

Akron, OH 44316

330-796-0063

d_vasquez@goodyear.com