



**Chevrolet Sonic
Marketing Competition
Syracuse University**

Emily Barker
Scott Barrows
Francesca Capotorto
Jessica Di Francesco
Meghan Patenaude

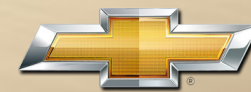


TABLE OF CONTENTS



3	EXECUTIVE SUMMARY	14	CREATIVE EXECUTIONS
4	RESEARCH & PLANNING	19	COST ANALYSIS
6	TARGET MARKET PROFILE	22	MEASUREMENT STANDARDS
10	PRIMARY RESEARCH	25	CONCLUSION
12	CREATIVE BRIEF	26	SOURCES
13	STRATEGY	27	TEAM MEMBERS

EXECUTIVE SUMMARY

How do you sell a car to a group of college kids and recent grads with starter salaries and a bunch of loans? No one wants to make a big purchase like that. We knew it was going to be a big challenge, but we couldn't wait to get started. Since the target is our peers, we started talking to our friends and drew from our own experiences and feelings.

We learned a lot about our friends. More than we ever thought we could. This target is one of great extremes. There are incredibly excited to start their new independent lives, but they are equally terrified. They want everything they can get out of life (and their car), but they don't have the resources to fund it (yet). We needed to show them that the Chevrolet Sonic is the perfect car for them at this stage of their lives. It is everything they ever wanted in a car and at a price they can afford. This car is a decision they can feel great about when they feel like they have no control over the rest of their lives.

Thank you for taking the time to review our campaign. We all worked on every part of the plan, and we know that our efforts resulted in the best, most creative, and most ingenious plan we could have produced. We hope you enjoy experiencing it as much as we enjoyed creating it.



▶ RESEARCH
& **PLANNING**



SWOT ANALYSIS

Strengths, weaknesses, opportunities and threats. We compiled our research into a SWOT analysis of Chevrolet's small car situation.



STRENGTHS

Chevrolet's established brand identity as a truly American car.

The Sonic offers all the features that the target looks for in a new car.

WEAKNESSES

The millennial generation has negative preconceived notions regarding the Chevrolet brand.

The millennial generation is not Chevrolet's typical target market.

OPPORTUNITIES

Members of the millennial generation are not yet brand loyal.

There is great potential for car brands to align their positioning as domestic.

THREATS

The small car category is a crowded marketplace.

There is not much differentiation between small cars of different brands.

The millennial market may not be financially prepared to buy a new car.

WHO WE ARE TALKING TO

Before developing our creative brief, we used the web, databases, and our peers to develop a better sense of the demographics and psychographics of the millennial generation.



THE MILLIENIAL GENERATION

Men and Women
aged 18 - 25

Aren't very
reachable with
traditional advertising

No
pre-established brand
loyalty

Cyber,
socially-conscious,
multi-taskers

Reliability
and reputation
especially matter

RESEARCH SUMMARY



METHODOLOGY

- ▶ 15 Personal Interviews
- ▶ 146 Surveys
- ▶ Chevrolet Dealership Visit
- ▶ SIMMONS Choices 3 (2008)
- ▶ Chevrolet Sonic Scavenger Hunt
- ▶ 3 Millennial Studies
- ▶ Automotive Trade Journals

YOUNG ADULTS IN TRANSITION

Our target is undergoing a major transition. They are moving out of dorms and into apartments. From classrooms to cubicles. They are going through change.

We conducted extensive one-on-one interviews, surveys, and scoured databases to gauge how they are dealing with this transition and we found a wide variety of responses.

People 18-21 years old are 267% more likely to have their car be a joint purchase decision.

People have high hopes for the future. They are 192% more likely to think that the American economy will be significantly better off in the next year and 233% more likely to believe their personal finances would be significantly better off. They are optimists.

But they also have some concerns about the magnitude of the decisions they have to make. Buying a car is a significant long-term investment and can be overwhelming. Many respondents indicated that a car would be one of their first purchases on their own. There's a clear transition point at the age of 22, when our target typically graduates from college and becomes financially independent. Thus we will target ages 22 to 26.

BUYING HABITS REVEALED

Deeper investigation of our target's automotive buying habits revealed all the standard attributes (like price, safety, and fuel economy) are important to them. However, they tend to associate these attributes with all new cars, so don't actively seek them out in their purchase criteria. These are functional features are seen as standard among all car, as opposed to a differentiator for a certain brand. When it comes to the actual purchase decision, style, technology, and an emotional connection to the brand play a large role.

*All percentages come from Simmons Choices 3 data



LACK OF LOYALTY

People in our target believe that all cars provide relatively the same functionality. While they fall on various ends of the spectrum on the foreign vs. domestic car debate, the unifying factor is that it plays a minimal role in their purchasing decision. Young professionals also place less of an emphasis on specific brands.

Only **37% of survey respondents had families that were loyal to a specific car brand**, with far fewer indicating that they would actually adopt their families' brand preferences when buying their own car.

BRAND PERCEPTION

What our target lacks in loyalty, they make up for in brand awareness. We found that virtually everyone was familiar with Chevrolet, and associated it with authentic and rugged American ideals. When asked to identify Chevrolet as a celebrity, most people responded with country singers. Although it's a positive association, the American image of the brand overshadowed the quality of the cars that Chevrolet produces.

THE OPPORTUNITY



***Millennials are notoriously hard to market to.
The key to reaching them is providing content that is:***

EMOTIONAL

Millennials must connect with brands on an emotional level. They are social and constantly in communication, so the key to relating to them emotionally is connecting them to their peers.

INNOVATIVE

Our target has grown up surrounded by so much advertising that they have become almost unaffected by standard “wallpaper” ads. Millennials have become accustomed to ever-advancing technology, and it’s important that advertising also embodies this innovation.

RELEVANT

Effective advertising understands what matters to the millennials, and provides messages that reflect their values and interests.

INSIGHTS FROM **SURVEYS**

We surveyed 146 people. While optimistic about the future, our target has some concerns regarding the magnitude of the purchasing decisions they make.



- ▶ People **22-26 years old** however are **34% more likely** to have their car be a sole purchase decision.
- ▶ **50% of people 18-23 years old** get financial help from families, compared to just **16% of millennials aged 24 and older**.
- ▶ People **22-26 years old** are **41% more likely** to think that their cars should express their personalities.
- ▶ People **22-26 years old** are also **37% more likely** to buy a car based on looks.

INSIGHTS FROM INTERVIEWS

We interviewed 15 people. The responses reflect our survey results, though interviews allowed us to get an in-depth look into the thought process of the millennial.



Every decent car is going to be safe. Instead of nitpicking crash test ratings and airbag control, I am honestly more likely to buy a car that I like the look of.

KATIE, 21

I'm excited to put what I have learned in college to use as I step out on my own and make something of myself.

SARAH, 21

The key is getting people to test drive. They come in with negative stereotypes about Chevrolet, but once they get in the car, they buy it because they see how good it actually is.

SYRACUSE CHEVROLET SALESPERSON

I plan on getting a car after graduation, along with getting a job and an apartment. It freaks me out that I have so many decisions and I don't know where to start.

PETER, 22

CREATIVE BRIEF



OBJECTIVE

Persuade our target that the Chevrolet Sonic is the perfect first new car to buy for upwardly mobile collegegrads.

TARGET

College students and recent grads age 22-26. The core target is Jared. He's 25 and just three years out of college working in Public Relations in Santa Monica. Jared's career is off to a good start, but with the economy in chaos, a few of his friends have lost jobs and he doesn't want to go into any debt right now. Hey, his clients have all cut spending and you just **never know**. He's had his current car since college and wants to move beyond his dad's old Camry. It's time for him to buy his first-ever new car. Jared has career ambitions, but he's still relatively young so while he wants a car that stands out and looks professional, he wants to stick to his budget. Jared loves being in the first wave to adopt new technology/new products and paid more for his phone than he paid for his rent during college. He wants a car he knows he can trust, but will actually enjoy at the same time.

WHAT DO THEY CURRENTLY THINK?

There is no substantial difference between a Versa, Fiesta, Fit Accent, Rio, Yaris, Mazda 2 or xD. They all look alike, drive alike, and are pretty much middle of the road without much style. Jared wishes he could find something that's good but stands out in a crowd.

WHAT DO WE WANT THEM TO THINK?

The Chevy Sonic is the only car that is both affordable on a tight budget and stylish.

WHY SHOULD THEY BELIEVE THIS?

The Chevrolet Sonic is designed just for Millennials to show their rugged individualistic style but at a practical budget (prices start at \$15,000).

CONSUMER INSIGHT

Millennials are scared; the world seems out of control and yet chaos creates opportunity they are desperately trying to take advantage of. In the end they know all will be fine. They just want their own version of the American Dream despite what they see happening around them.

PRODUCT INSIGHT

Millennials need qualities in a car that are polar opposites of each other. They need room (for friends, to move, for weekend getaways) but they demand excellent gas mileage at the same time (40 MPG). They need practical reliability but they demand bold styling that makes a statement. The Sonic combines all these qualities in a car that is the right price and will help get their life off to the best and smartest start.

MANDATORIES

We need an event, a social media campaign, and digital promotion that speaks directly to the wants and needs of this unique group facing today's economic realities.

OUR STRATEGY

OUR CAMPAIGN, THE "AMERICAN DREAM," HAS TWO COMPONENTS.

The first is an event on college campuses called "Sonic Moves." In the week leading up to graduation, a Chevrolet Sonic will be parked on the quad of several campuses around the country. Seniors will be invited to write a note on a Chevrolet post card to their future selves with their plans, hopes, and dreams for the future. They will put the post card in the Sonic and Chevrolet will mail it to them one year in the future. There will be information about the car as well as brand ambassadors for Chevrolet.

The event will help introduce our second component. Bumper stickers and t-shirts with the phrase "Free to be _." will be available to passers by. There will be markers so they can fill in their personal American dream.

These bumper stickers are tied to a micro-site where users can personalize their own bumper sticker. They can share their stickers on Facebook and Twitter and they can buy them to put on their car, their computer, or wherever they want to put a bumper sticker.

WHY IT WORKS.

We think this idea is brilliant. It is unique, charming, and straightforward. Writing a letter to your future self helps you focus on your dreams and capture what it is you want to accomplish. Reading the letter in the future helps you see how far you've come on your journey to realizing your American Dream.

The bumper stickers and t-shirts are a fun, unique way to personalize your dream. What does freedom mean to you? What's that one thing you've always wanted to do that you felt like you couldn't? What is the biggest goal you want to accomplish in the next five years? Ten years? Two weeks? Whatever your goal, or dream, or future plan, the Chevrolet Sonic is the first step in realizing it. This is the car to take you to where you want to go.



▶ CREATIVE
EXECUTIONS



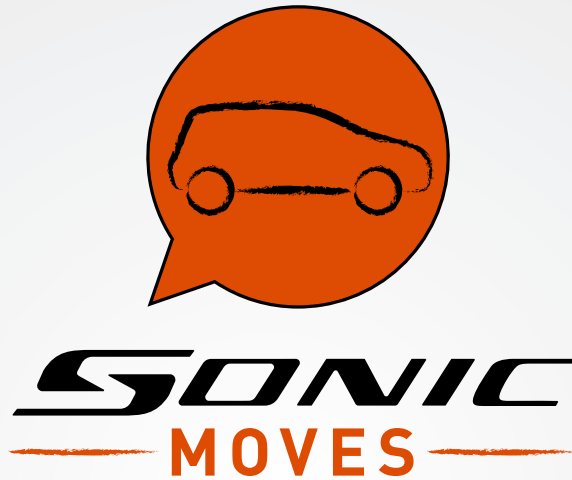
CREATIVE EXECUTIONS

The Chevrolet Sonic is the first step in achieving **YOUR American Dream**. The creative aims to convince the Millennials that the Sonic is the right car to help them move on to the next chapter in their life.



Logo ▶

This is the event logo which captures the idea of moving forward in a time of transition. It will be featured on all event merchandise.



Postcard ▶

Participants will fill out this postcard at the "Sonic Moves" event and place it inside the Chevrolet Sonic. It will be mailed to them in one year.

<p>Free to be...</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<div data-bbox="981 1082 1055 1145"><input type="checkbox"/></div> <div data-bbox="838 1198 1044 1289"></div> <p>Address...</p> <hr/> <hr/> <hr/>	<div data-bbox="1321 1082 1506 1265"></div> <div data-bbox="1247 1286 1587 1390"><p>SONIC MOVES dream. do. drive.</p></div> <div data-bbox="1240 1417 1598 1449"><p>What's your American Dream?</p></div>
--	---	--

CREATIVE EXECUTIONS



T-Shirts ▶

T-shirts will be given out to participants at the event. A marker will be provided to fill in the space with their individual response.



Bumper Stickers ▶

These bumper stickers will be given out at the event to participants. There is also the opportunity for the individual to fill out a personalized response. They are also tied to a micro-site where they can be shared to social media sites or purchased.



CREATIVE EXECUTIONS



Website ▶

This website will not only offer t-shirts and bumper stickers for sale, but will also track the location of the event across the country.

The screenshot shows a web browser window with the URL <http://www.sonicmoves.com>. The browser's address bar includes a search engine (Google) and a list of open tabs: News (262), MySlice, SEmail, Blackboard, and Newhouse Help Desk. The website's header features a navigation menu with links for HOME, LOCATIONS, STORE, and ABOUT US. On the right side of the header, it says "POWERED BY" followed by the Chevrolet logo and the word "CHEVROLET".

The main content area is split into two columns. The left column has a black background with the text: "WELCOME to Sonic Moves where we help YOUR DREAMS come TRUE." Below this text is the Sonic Moves logo, which consists of a stylized orange car inside a speech bubble, with the words "SONIC MOVES" underneath. The right column features a white background with the text "Where are we now?" above a map of the United States. The map has several orange 'X' marks indicating event locations across various states.

At the bottom of the website, there is a large image of an orange Chevrolet Sonic car parked on a paved surface. To the left of the car are two social media icons: Facebook and Twitter.

CREATIVE EXECUTIONS



Social Media

Due to the target market, we will approach the event with a strong social networking presence, including: Facebook and Twitter.



Sonic Moves
@SonicMoves

Chevrolet's Sonic Moves

You are [Attending](#) · [Share](#) · [Public Event](#)

Time Monday, April 23, 2012 at 8:00am – Friday, April 27, 2012 at 8:00pm

Location The Quad

Created By [Scott Barrows](#)

More Info Sonic is here to help you plan YOUR future. Simply stop by the quad and fill out a Chevrolet postcard, telling us where you hope to be in a year. Then, in one year from now, we'll send back your postcard, and hopefully you'll be where you predicted!

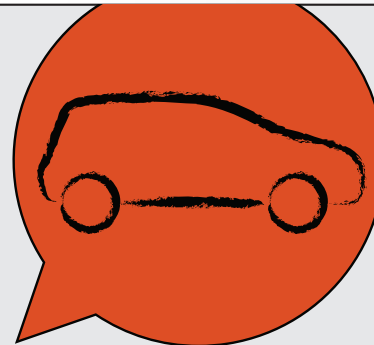
Share: [Post](#) [Link](#) [Photo](#) [Video](#)

Write something...

Banner Ads

The banner advertisements will be used to attract online attention for the event and the Chevrolet Sonic. The flash ad will also allow users to input their own response on the given line.

Free to be a doctor .
dream. do. drive.




SONIC
MOVES

▶ **COST**
ANALYSIS



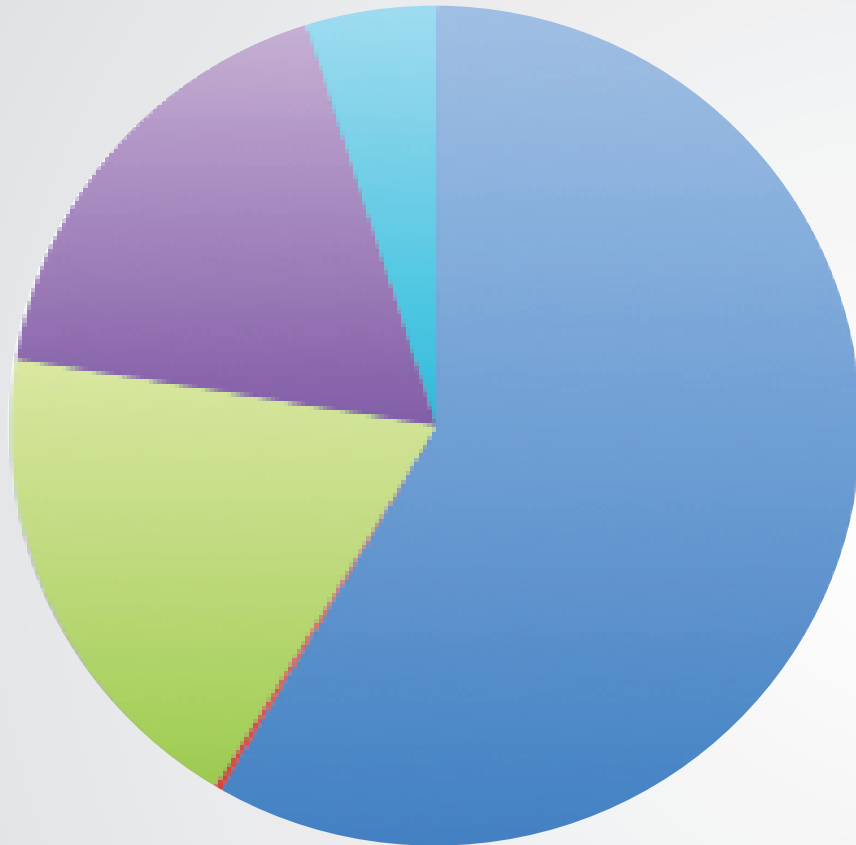
OUR CAMPAIGN'S COST

Our strategy is incredibly cost-effective. By accurately allocating funds, the campaign can reach maximum eyes and ears.



BUDGET	AUG '12	SEP '12	OCT '12	NOV '12	DEC '12	JAN '13	FEB '13	MAR '13	APR '13	MAY '13	JUN '13	JUL '13	TOTAL	%
SOCIAL MEDIA														
FACEBOOK	[Solid dark blue bar]												0	0%
TWITTER	[Solid light blue bar]												0	0%
EVENTS														
CARS						[Pink bar]					[Pink bar]		306,000	15.30%
BRAND AMBASSADORS						[Light pink bar]					[Light pink bar]		30,000	1.50%
T-SHIRTS						[Light purple bar]					[Light purple bar]		720,000	36%
POSTCARDS						[Red bar]					[Red bar]		25,000	1.25%
BUMPER STICKERS						[Dark red bar]					[Dark red bar]		85,000	4.25%
SHARPIES						[Dark red bar]					[Dark red bar]		4,000	0.20%
STORAGE														
POSTCARD STORAGE						[Green bar]					[Green bar]		5,000	0.25%
DIGITAL														
WEBSITE	[Solid purple bar]												50,000	2.50%
SEARCH ENGINE OPTIMIZATION	[Solid orange bar]												25,000	1.25%
BANNER ADS	[Solid green bar]												300,000	15%
TRADITIONAL														
CAMPUS POSTERS	[Yellow bar]								[Yellow bar]				150,000	7.50%
CAMPUS NEWSPAPERS	[Cyan bar]								[Cyan bar]				200,000	10%
MISCELLANEOUS														
													100,000	5%
TOTAL													2,000,000	100%

Our Campaign's **Cost**



EVENT

- ▶ Cars
- ▶ Brand Ambassadors
- ▶ T-Shirts
- ▶ Postcards
- ▶ Bumper Stickers

DIGITAL

- ▶ Website
- ▶ Search Engine Optimization
- ▶ Banner Ads

STORAGE

- ▶ Postcard Storage

TRADITIONAL

- ▶ Campus Posters
- ▶ Campus Newspaper

MISCELLANEOUS

▶ **MEASUREMENT**
STANDARDS



JUSTIFICATION & STANDARDS

DIGITAL



SOCIAL MEDIA

Social media is virtually free to use. Therefore they comprise zero percent of the overall budget. Our target market uses social media daily, so it is crucial component of the campaign. Measurement Standard: fans and page insights, followers and re-tweets (respectively).

WEBSITE

Maintaining a website is relatively low cost, so it comprises little of the overall budget. However, the website is vital to the campaign because allows for consumers to create personalized bumper stickers without having to participate in an event. This spreads our campaign beyond college campuses and major cities. Measurement Standard: visits, bumper stickers shared and ordered, t-shirts sold.

BANNER ADS

Banner ads are an expensive investment, but they are well worth it. Our target market has an index of 229 for clicking on banner ads often. Therefore, the target is very likely to respond to banner ads. Measurement standard: clicks.

SEARCH ENGINE OPTIMIZATION

SEO is an important mechanism for placing a website near the top of online web searches. A large portion of website visits begin with a web search. SEO is an important tool for directing online traffic to the website. Measurement Standards: visits to the website directed from a search engine.

JUSTIFICATION & STANDARDS

OUT-OF-HOME



T-SHIRTS & BUMPER STICKERS

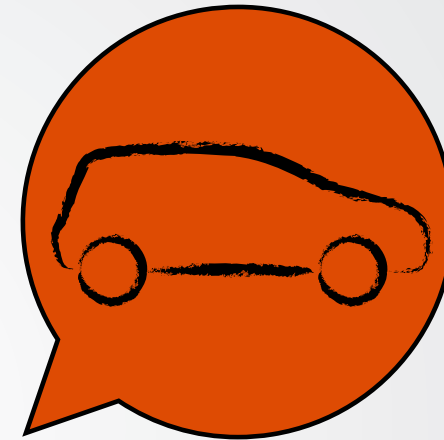
The T-shirts and bumper comprise a large portion (40%) of the overall budget. However, they are a key component of the campaign because they allow the consumer to take something away from the event and offer a personalized experience. Measurement Standard: number given away.

EVENT

The campus and city events take up a significant amount of the total budget. This makes sense because they are the basis of our campaign, and are the foundation for the personalized bumper sticker tactic on the website. The events hit home with the target, expand the campaign and product awareness into the next year, and are just plain charming. Measurement Standard: number of postcards collected.

CAMPUS POSTERS / NEWSPAPER ADS

Posters and ad space in college newspapers comprise 17% of the overall budget. These will promote the event and spread the word on campuses further. Measurement Standard: event attendance/participation.



SONIC
MOVES

TO CONCLUDE

Our plan is ingenious and effective.

We did our research, we understand the target, and we know that they will listen.

- ▶ This is a **chaotic** and **uncertain** time in their lives
- ▶ They want the **best** for themselves going forward
- ▶ The Chevrolet Sonic is **everything** they want in a car and more
- ▶ The campaign is **unique, relevant, and engaging**
- ▶ The target will **connect** with the idea on a personal level
- ▶ The campaign employs **innovative** and non-traditional marketing techniques



SOURCES



Chevrolet. "Introducing 2012 Chevrolet Sonic. Chevrolet, 2011. Print.

Chevrolet Sonic Website. <http://www.chevrolet.com/sonic-small-cars/>.

East Syracuse Chevrolet Sales Representatives. In-person interview. 17 October 2011.

Simmons Market Research Bureau. (2008). Simmons Choices3 (Spring, 2008) [Computer software]. New York: Simmons Market Research Bureau.

OUR TEAM



Jessica Di Francesco

Project Director

Meghan Patenaude

Creative

Scott Barrows

Creative

Emily Barker

Strategic Planner

Francesca Capotorto

Media Planner