

Endless Roads



MARCH, 2022



CHEVY COLLEGE MARKETING PROGRAM

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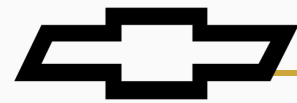


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CHEVY COLLEGE MARKETING PROGRAM

Situational Analysis

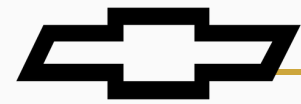


Chevy wants to extend their brand awareness and preference to bring in more 20-30 year-olds as lifelong Chevy drivers within the Chevy Family. Chevy aims to establish a lifelong brand preference by getting young consumers in love with the brand, cars, technology, and messaging behind the Chevrolet brand.

Our campaign will help showcase the Chevy brand in an honest light that helps people understand that Chevy is more than just a car company. By showing consumers the technologically advanced cars and strong beliefs of the Chevy brand, consumers will feel safe and secure in purchasing their car from Chevy, becoming part of the family. The Chevrolet family has no limitations and everyone is sure to find a forever home in one of our cars.



Business Objectives



- 1.** To reinforce Chevy as a cool, luxurious, caring, technologically advanced brand
- 2.** Recruit the next generation of car owners into the Chevy family
- 3.** Emphasize versatility of brand/car options: there's a car for everyone



Buyer's Journey



The buyer's journey is the process of describing "a buyer's path to purchase". Each buyer goes through a process to make their final purchase decision. This process can include becoming aware of the product/service, considering and evaluating different choices and decisions, and the final purchase decision.

It is important to understand the process of the buyer's journey, studying this journey will allow you to produce high-quality, relevant, and successful content that will resonate with your targeted audience. This means your product or service will become a reliable source of information and have enough power to produce a final purchase decision.

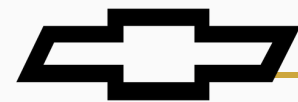
1. Awareness
Stage

2. Consideration
Stage

3. Decision
Stage



Brand Narrative



In accordance with the given Target Audience, this campaign will focus on a Brand Narrative that will appeal most to them. Qualities that the campaign will focus on are:

- Technology
- Fashionable
- Stylish
- Ambition
- Cost-Effective
- Relatable



Personas



User personas are vital to the process of advertising and marketing, they allow designers to create a vision for the product strategy and this allows for a deeper understanding of the behaviors, needs, and personality traits of the targeted audience. They also you to understand and study to positives and the negatives to each persona and can sometimes perceive what obstacles you may run into during your process.

It allows us to know why the product is being created and what tools are necessary or unnecessary. The better you understand your user personas and the more detailed they are, the easier it is to understand your user's motivations behind the final purchase decision.



Finance Bro

8

Primary Platforms



About

Peter is 23 and works as a Financial Advisor with a national life insurance company. He is considered an early adopter and loves to stay up to date with the latest tech developments. While he advances his career, he strives to upgrade his appearance and lifestyle, as he highly associates this with his social status. He enjoys managing his stock and crypto portfolios, as well as attending social events around St. Louis.

Key Insights



23



Midtown



Financial Advisor



\$58,000 Annual Income

Buyer's Journey



Decision Stage

Search Keywords

"Spacious SUV"

"High Tech Car"

"Trending SUVs"



2022 Chevy Traverse

The Planner

10

Primary Platforms



About

Ashley is a very creative and organized individual who works as a graphic designer at a well-known marketing agency in downtown Clayton. She spends her free time as a freelance artist promoting the environment. She loves to keep up with current design trends on various social media platforms. She enjoys listening to podcasts and playlist on her drives to work.

Key Insights



26



Downtown Clayton



Graphic Designer



\$62,000 Annual Income

Buyer's Journey



Consideration Stage

Search Keywords

"Affordable Electric Car"

"Compact Car"

"Environmentally Friendly Car"



2022 Chevy Bolt EV

The Lovebirds

12

Primary Platforms



About

Maddie and Nick are newlyweds aged 28 and 29. Maddie is a middle school teacher and Nick is a young electrician. Living with their two dogs in the suburban St. Charles area, the couple is beginning to settle down and plan for a future family. They often take road trips, hike, spend time with friends, and have the occasional date night. They love to document their adventures on social media.

Key Insights



28 and 29



St. Charles



Electrician and Teacher



\$66,000 Household Income

Buyer's Journey



Decision Stage

Search Keywords

"Best Trunk Space"

"Road Trips"

"Fuel Efficiency"

"Safe Travel Vehicle"



2022 Chevy Trailblazer

Modern Trucker

14

About

Jacob is an outspoken 24 year old who works in construction. He currently drives a truck and wants to upgrade at some point, hoping to find something more reliable for work and his off-road adventures. In his spare time, he enjoys hunting, fishing, bar-hopping, float trips, and managing his podcast.

Key Insights



24



Eureka



Construction



\$50,000 Annual Income

Primary Platforms



Buyer's Journey



Consideration Stage

Search Keywords

“Trucks with good gas mileage”

“Most reliable trucks”

“Off-road vehicles”



2022 Chevy Silverado





Girl Boss

16

About

Emily is an ambitious 26-year-old who recently moved to downtown St. Louis for an HR position at a large company. She loves the fast-paced life as well as shopping name brand and designer clothing. Her confidence is unmatched as she strives to make a name for herself as she climbs the corporate ladder.

Key Insights

-  26
-  Downtown STL
-  HR Representative
-  \$56,000 Annual Income

Buyer's Journey



Awareness Stage

Search Keywords

- “Trendy Cars”
- “Luxury Vehicle”
- “Cars that Make a Statement”

Primary Platforms





2022 Chevy Camaro

Budget

SOCIAL MEDIA

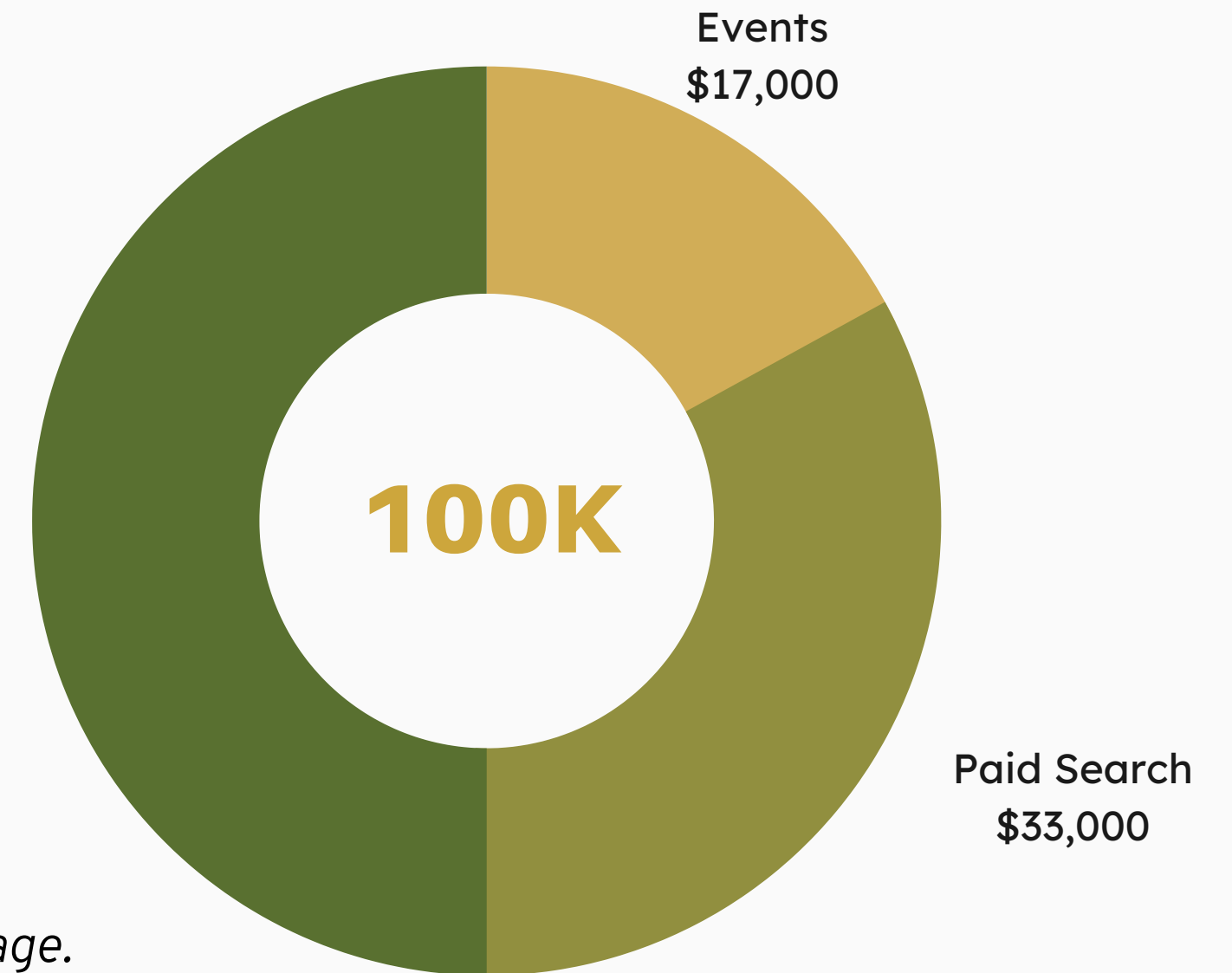
- \$50,000
 - Instagram - \$16,666
 - YouTube - \$12,500
 - Facebook - \$8,333
 - TikTok - \$8,333
 - Spotify - \$4,166

PAID SEARCH

- \$33,000

EVENTS

- \$17,000
 - *Further breakdown of planned event costs continued on the next page.*



Events

1. Cardinals

- Tailgate at a Cardinals game. Hand out freebies and take surveys
- \$800-\$1,000:
- \$150 for three parking spots
- Pickup truck with foldout tent station
- Water bottles, food, rally towels, spin the wheel, Chevy brand knicknacks
- Modern Truck Guy & The Lovebirds

2. St. Louis Joyride

- \$8,000
- Everyone

3. Beyond Van Gogh

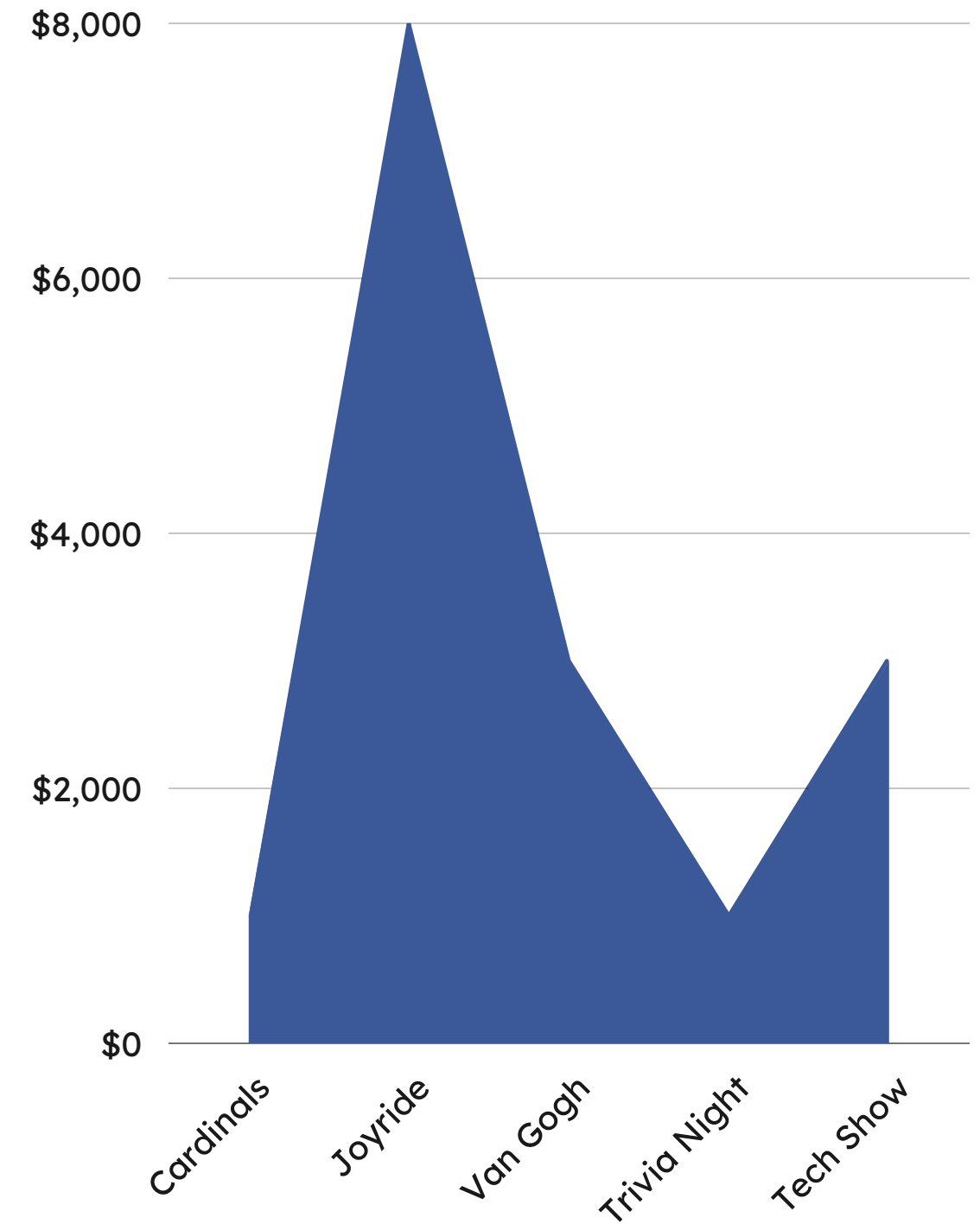
- \$3,000
- The Planners, Girl Boss, The Lovebirds

4. Trivia Night

- \$1,000
- Finance Bros & Modern Trucker

5. Tech Show

- \$3,000
- Girl Boss & Finance Bros



Conclusion

ADVT 3150 at Webster university centered this proposal around the growing prospective market of Gen Z and millennials that are not being properly marketed to in today's society. Learning the ins and outs of this target market will help to gain insight and brand loyalty that guarantees a continued relationship between consumer and car.



The Team

GRAPHICS

- Sophie Kriete
- Sophia Ziegler
- Anthony Albers

GROUP #1

- Brenden Janeczko
- Jackie Daum
- Sydney Driscoll
- Camila Angulo
- Anthony Albers

GROUP #2

- Grace Thornton
- Em Budde
- Jillian Lodholz
- Mackenzie Ramseier

GROUP #3

- Kelly Lu
- Aram Hakobyan
- Yasco Mustafic
- Sophie Kriete
- Sophia Ziegler

