

# Young Lions Marketers Competition



## Background

Founded in 1911, Chevrolet has become one of the largest automobile brands in the U.S. As an international brand of mainstream youths, Chevrolet has been devoting itself to creating happy and proud driving experience for consumers since the day it came to China in 2005. Chevrolet takes "Find New Roads" as its core brand value and commits to serve the consumers with high quality products and professional service.

## Objective

- Help Chevrolet become prior automobile brand among Chinese young consumers and their families, by building emotional relationship with them.
- Let "Find New Roads" deeply root in consumers' mind.

## Core Value

Find New Roads

## Features

Design: classic American elite style (double tail lights, muscle car's waistline)

Performance: EcotecPower powerplant (DCG、Turbo、DSS、Star/Stop)

Technology: MyLink smart interconnect system

## **Mission**

-- Build Chevrolet as a brand with charisma appealing to consumers who are young at heart. The concept of "young" here is not only about age, but more about consumers' heart and spirit.

-- Launch second wave of "Find New Roads" campaign (the campaign launched in 2010 for the first time)

## **Challenge**

With rapid growth of automobile market in China, many local and international auto brands have launched new products. Following the industry trend, competitors are focusing on communication with young consumers. The trait of being young, which was represented by Chevrolet, is fading in this intense competition.

In the meantime, consumers always view Chevrolet as a cost-effective brand, rather than a brand relevant to their own interests.

## **Target Audience**

Chevrolet's target audience in the next 5 years are young consumers who were born after 1985 or 1990. They are daring young people -- stick to their dreams and try

their best to make the dreams come true. They believe they can create unique future for themselves.

## **Insights**

For Chinese young people in the past, they don't have to think about too much before answering this question "which type of life are you pursuing?" Because there was a type of life that most youth prefer -- a decent life with big house and a car.

But today, young people are immersed in diverse cultures and values. With macroeconomic environment changing, they realize the old version "path towards success" is not suitable for the reality. They stop pursuing the so-called "successful life" that mainstream society values. What they believe is there are various versions of successful life. Young people prefer to influence others by exchanging their interests and values, so that they are able to experience different life and realize self-fulfillment.

## **Brand Message**

Find New Ways 2.0 -- Enthusiasm makes everything possible. The insistence of our dreams has turned into action.

5 years ago: there's only one way to success, stick to our dreams and work hard to realize them

5 years later: diversity enables us to explore different aspects of life, follow our heart, take action

## **Brand Character**

Natural, positive, confident, creative and dynamic

## **Mandatory Information**

-- Create an online interactive communication campaign that attracts young people to engage. Let them know that Chevrolet would help them explore and realize dreams.

-- The campaign shall include at least one of the following products: Malibu, Cruze, Trax.

## **Budget**

No budget limitation -- show your ideas and surprise us! Help Chevrolet become the prior automobile brand for young consumers in China.

## **Timeline**

The campaign is supposed to be launched in the third quarter 2015. You could set a specific schedule on the basis of your idea.

## **KPI**

-- Become a hot topic. Resonate with the public.

-- A highly engaged campaign