

CHEVROLET VOLT CAMPAIGN STRATEGY

2011



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SITUATION ANALYSIS

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HISTORY

General Motors (NYSE: GM) — founded in 1908 and headquartered in Detroit, Mich. — manufactures cars, trucks and automobile parts. The company is the largest U.S.-based automaker¹ and one of the world's largest automakers, employing 209,000 people worldwide. Chevrolet Motor Co. is the largest GM brand; others include Buick, Cadillac and GMC.²

Louis Chevrolet and William C. Durant founded Chevrolet in 1911, but GM bought it in 1918.³ One of Chevy's biggest competitors at this point was the Ford Motor Company.⁴ In 1923, Chevy made its one-millionth car, and the first export assembly plant was established in Denmark. Chevy produced many firsts in the auto industry during the 1930s, including articulated brake shoes, vacuum spark control, manifold heat control and independent front suspension. The 1950s saw the 50-millionth vehicle made and the first Chevy Corvette.

- Some of Chevy's most popular vehicles have been the Camaro, Corvette, Caprice, El Camino, Chevelle and the Impala.⁵

After an attempt in the 1990s to establish the EV-1 in the market, an electric car that failed largely because of an inefficient battery,⁶ GM introduced the newest concept of its compact car in 2007 at the North American International Auto Show: the Chevy Volt, the next-generation plug-in hybrid electric vehicle with a lithium-ion battery.⁷ Production began in 2010. The Chevy Volt has received a 5-star overall vehicle safety score from the National Traffic Safety Administration⁸ and has won numerous awards, including the 2011 Motor Trend Car of the Year, the 2011 Green Car of the Year, the 2011 North American Car of the Year and Automobile's 2011 Automobile of the Year.⁹

- GM filed for bankruptcy in 2009 and received a government bailout, but it has since recovered.¹⁰ Currently, Chevy's most popular vehicle is the Chevy Cruze, a compact car that has sold about 200,000 cars in 2011.¹¹ For 100 years, the Chevy's rich history as a leader in innovations such as anti-lock brakes, fuel-injection and safety glass¹² has made it an iconic American brand with customers who have a deep loyalty.

INDUSTRY TRENDS

The car and auto industry is in decline, but the demand for hybrid and more fuel-efficient vehicles has been on the rise since about 2004 — in addition, fuel prices have increased; from 2006 to 2011, the retail price of gasoline has grown 4.9 percent annually.¹³ The sharp rise in gasoline prices has shifted preferences from SUVs and other gas-guzzling vehicles to smaller, greener automobiles. However, this enthusiasm for smaller vehicles is not permanent. More efficient engines in trucks and SUVs have allowed people to spend less money on gas than they did in the past with the larger vehicles. As such, trucks and SUVs climbed to 48 percent of new vehicle sales in 2010 and are expected to stabilize at 49 percent in 2011.¹⁴

- In 2011, consumer confidence in the overall auto industry is expected to rise following the recession because credit availability is recovering and disposable income is rising.¹⁵ Changing consumer preferences, along with a general recovery in the demand for vehicles, will help the auto industry revenue grow at an estimated rate of 4.2 percent annually to \$102.3 billion by 2016.¹⁶

- That noted, consumers will continue to demand greener cars. Since the economic downturn of 2008, economic growth has consistently overshadowed environmental protection and preservation as a priority for Americans.¹⁷ However, this fact does not translate into a loss of interest in hybrid and electric cars; rather, financial hardships, specifically those related to increased gas expenses, have peaked the interest of some consumers in electric and hybrid vehicles. According to a Gallup poll that recorded consumer responses to gas prices in May 2008, 71 percent of respondents seriously considered getting a more fuel-efficient car the next time they purchased a vehicle.¹⁸

- Most domestic car manufacturers have traditionally made larger, more gas-guzzling vehicles, so this may pose a problem for domestic auto manufacturers.¹⁹ In addition, competition in hybrid vehicle production is projected to increase as automakers focus on the development of gas-electric hybrid vehicles to increase fuel efficiency and cut exhaust emissions. Hybrid growth exceeded the overall market, indicating the strength of consumer interest in gas-electric vehicles.²⁰

COMPETITIVE ANALYSIS

The Chevy Volt's main competitor is the Nissan Leaf based on sales and likeness, but the 3rd Generation Toyota Prius Hybrid, the Toyota Prius Plug-in Hybrid and the Ford Fusion Hybrid are also main competitors.

- The Leaf, which seats five people and is the first fully electric vehicle to be available in the United States, has sold more vehicles than the Volt based on 2011 numbers through November — the Volt has sold 6,200 while the Leaf has sold 8,720.²¹ Like the Volt, the Leaf was made to be an electric car first and foremost. Unlike the Volt, which has a nine-gallon gas tank and can go another 300 or so miles because of a gas-run generator, the Leaf has no onboard gas generator that will kick in when the battery dies. In addition, one of the Leaf's main disadvantages is its long charging times. However, the Leaf was the first electric car to be mass produced,²² and Nissan is currently in the process of developing new technology that will fully charge batteries in electric vehicles in 10 minutes using capacitor technology instead of battery.²³ Like the Volt, it has also received a 5-star safety rating.²⁴
- The Toyota Prius is the number-one selling hybrid vehicle worldwide, and more than one million have been sold in the United States since 2000.²⁵ It is less expensive than the Volt, but it is not as reliable and has less hybrid capabilities and electric mileage as the Volt. The latest addition to the Toyota Prius family, the Toyota Prius Plug-In Hybrid, can only go about 15 miles on purely electric power, compared to the Volt's 35 miles.²⁶ This Prius has a spacious interior and top safety scores, and it has a smooth ride.²⁷ Owners can charge this vehicle at home, like the Volt, and it can be recharged in 120-volt outlet in three hours — this beats the recharging time for the Volt, which in a 120-volt outlet takes about 10 hours to fully charge.
- The Ford Fusion Hybrid is family-friendly and has a spacious interior. It has the reputation of being an environmentally friendly vehicle but is more affordable than the Volt and its other competitors. Sales have increased 15 percent in November 2011.²⁸ Ford, in addition to its line of hybrid vehicles, plans on releasing its Ford Focus Electric car at the end of 2011.²⁹
- The Volt's competitive advantages include the dual electric-gas feature, Chevy's 8-year, 100,000-mile warranty on the battery and Chevy's \$350 per month payment plan with a \$2,500 due at leasing.³⁰ Plus it is one of the most fuel-

efficient cars on the market.³¹ The Volt takes an average \$1.50 a day to charge and has a high acceleration, going from zero to 60 in about nine seconds;³² Consumer Reports hailed the Volt for its fuel economy, quietness, “instant acceleration” and excellent crash-test results.³³

Disadvantages include the price when compared to its competition, especially the Leaf, its limited seating³⁴ as well as the limited number of charging stations available; charging can also be a problem for those who park on the street who cannot plug in at home. The braking system can be touchy, and, overall, the Volt’s battery life and fuel efficiency decrease when driven in cold-weather conditions.³⁵ The battery’s safety has recently been in the media because of several Chevy Volt batteries starting on fire after being crash-tested.³⁶ In addition, the sloping contours of the car make it difficult for people to sit comfortably in the back seat, which can only accommodate two people because of the battery that is located in the middle where a person would normally sit. It is not a car meant for families and long car rides.

CAR MODEL	Starting Price	Mpg, or per charge	# of Seats	Other
Chevrolet Volt	\$41,000	35 miles on battery, 37 mpg once the generator kicks in.	4	*5-star safety rating. *\$7,500 government tax credit
Nissan LEAF³⁷	\$35,000	100 miles on a single charge.	5	*5-star safety rating. *Speeds up to 90 mph. *100 percent electric *The first electric car to be mass produced *\$7,500 government tax credit
3rd Generation Toyota Prius Hybrid³⁸	\$23,520	50 mph city/hwy.	5	*The world’s best-selling hybrid. ³⁹
Toyota Prius Plug-In Hybrid⁴⁰	\$32,000	15 miles per charge, 50 mpg city/hwy.	5	*Available beginning in spring 2012.
Ford Fusion Hybrid⁴¹	\$28,700	36 mpg city/hwy	5	

● CONSUMER ANALYSIS⁴²

Primary Consumers:

- Adroit Marketing Agency used data from Simmons Choices III to analyze the demographic and psychographic information for consumers of compact, hybrid cars like the Toyota Prius and Ford Fusion. The primary target market has been identified as well-educated married couples between the ages of 40 and 55. They are empty-nesters, or those who do not have children living at home, who work 40 or more hours each week, make more than \$150,000 a year and live on the West Coast of the United States. This target market is 21 percent more likely than the average population to own foreign premium compact cars; 69 percent more likely to buy cars brand-new; 69 percent more likely to keep up on the latest advances in auto technology; 40 percent more likely to prefer driving luxury vehicles; 21 percent more likely to pay more for environmentally friendly products; 16 percent more likely to want their vehicle to catch people's attention; 18 percent more likely to want their vehicle to have many safety features; 20 percent more likely to make a conscious effort to recycle; and 25 percent more likely to not be easily swayed by others. This correlates with information provided by Tom Lenling, a salesman from the Ballweg Chevrolet dealership in Middleton, who said those who want the Volt have done their research and are most interested in the new technology and fuel-efficient aspects that will save them money.

Secondary Consumers:

- Using Choices III again, the secondary consumer market includes married couples who have one or more children, make more than \$150,000 a year and keep up on the latest advances in automobile technology. The hybrid and electric car industries make up a small portion of the car industry at large⁴³, but this target market cares about the environment and has the disposable income to spend on a vehicle as expensive as the Volt.

Chevrolet taglines included "Baseball, Hot Dogs, Apple Pie & Chevrolet" and "Like a Rock," but the term "Chevy" often encapsulates the brand more than anything. According to Alan Batey — the VP of sales, service and marketing — when people use the term Chevy, they are close to the brand and feel the history.⁴⁴

BRAND ANALYSIS

Chevrolet is closely associated with General Motors, and some even consider it synonymous.⁴⁵ GM had a very public and very large bailout from the government in 2009 that was met with distain from many Americans. Most importantly, it dropped from #1 to #2 automaker in the world, which demoralized the company.

- As of the present, it climbed back to the #1 spot.⁴⁶ Right now, the Chevy Volt is considered the top electric/hybrid car and has a high safety rating, which will help improve the Chevy brand overall.
- In comparison, Nissan has changed its brand theme from “shifting” buying behavior to “innovation for all.”⁴⁷ This is meant to portray Nissan as a leader in automotive technology and in the industry in general. Toyota has a strong brand loyalty, but its image took a negative turn because of recalls in 2010.⁴⁸
- GM has focused most of their advertising toward Chevy brands; almost 70 percent of their global ads are for Chevy.⁴⁹ However, some people have found Chevy to be too focused too much on the past and not enough on the future.
- Based on a survey of 18 people conducted by Adroit Marketing Agency using UW-Madison Qualtrics Survey Hosting Service, 71 percent have owned a vehicle produced by GM but about half of the respondents are undecided about whether or not they are likely to buy a GM or Chevy vehicle. Forty-one percent said they are very unlikely to buy an electric vehicle, but 100 percent of the respondents say fuel efficiency is important. Almost all of the respondents were aware that Chevy was a brand of GM, and 76 percent do not think any differently of GM after the government bailouts of 2009. Forty-one percent of the respondents think that Chevy vehicles are reliable, whereas more than half said “maybe.”

MEDIA USAGE ANALYSIS

GM and Chevrolet Volt Media-Buying History:

- General Motors was the third leading advertising spender in 2010.⁵⁰ Major Chevrolet Volt television campaigns often center on large annual sporting events. Concept advertisements for the Volt first aired during the 2008 Summer Olympics.⁵¹ The campaign promoting the launch of the Volt began during the 2010 World Series on the Fox network, of which General Motors is one of the largest advertisers.⁵² Online, General Motors has partnered with Google Maps and Microsoft Kinect for the Xbox 360 to promote the Volt, as well as airing advertisements during Hulu's streaming videos.⁵³ This combination of athletic programs and interactive mediums suggest General Motors previous Volt campaigns wished to capture a young and active audience.

Media Usage⁵⁴:

- Chevrolet owners are no more likely than the average population to watch any particular primetime television programs. However, they are more likely to watch NASCAR events, as well as basketball games and fishing programs. Domestic premium compact car owners, on the other hand, are more likely than the average population to view evening animation shows, such as "Family Guy" and "The Simpsons," game and reality shows such as "The Amazing Race" and "Deal or No Deal," and crime shows such as "CSI" and "Law and Order: SVU." They also tend to watch NASCAR and WWE events, as well as the Olympics and the National Dog Show.
- Chevrolet owners who read the newspaper most often read the front page and sports sections and prefer USA Today to any other national newspapers. Chevrolet owners often read outdoor, auto and entertainment magazines. Domestic premium compact car owners are more likely to read the front page, business, technology and editorial sections of the daily and Sunday newspapers. These compact car owners are most likely to choose entertainment, parenting, and female-targeted magazines.
- Both Chevrolet and domestic premium compact car owners are more likely than the average population to use the Internet for entertainment. Chevrolet

owners favor websites where they can download or play online games, watch streaming video, or listen to satellite radio online. They frequent websites such as blockbuster.com, Disney.com, and ebay.com. Domestic premium compact car owners visit websites where they can receive movie information, reviews, and show times, play or download online games, get video game news or download and listen to podcasts. Some of the websites they are likely to visit include abc.com, barnesandnoble.com, facebook.com, bestbuy.com and youtube.com.

- Trends in these media usage habits suggest that Chevrolet owners tend to be entertainment-seekers, especially interested in sports and online video. Domestic premium compact car owners tend to seek entertainment as well, but also have a thirst for information, which they satisfy by frequenting business and technology newspaper sections as well as informative websites and magazines.

CREATIVE ANALYSIS

The Volt has been on sale in the U.S. market since mid-December 2010, but only on selected markets. Therefore, it must be promoted heavily in order to get people to test-drive them. Chevrolet is focusing on making its entire company have a pro-energy efficiency stance, which relates well to the Volt. The company emphasizes how they will invest in renewable energy, energy efficiency and planting more trees: "It's one more way that we can say, 'Chevy Runs Deep.'"⁵⁵ This slogan captures the nostalgia of the Chevy brand, emphasizing the idea that family members and past generations continue to buy a Chevy and pass the American tradition on to others.⁵⁶ By taking part in environmentally friendly practices, Chevy adds one more reason for people to either begin or continue to invest in the brand.

- The original taglines for the Chevy Volt started off with the saying "more car than electric," and many of the commercials still feature that on the closing scene of commercials across the grill of the Volt. However, there is now an emphasis on "somebody has to be first," "electricity goes further" and how it is an "extended range electric vehicle." These occurred during the first half of 2010 as the goal involved getting the name out there and to start competition with the Nissan Leaf and the Toyota Prius. The target audience focused on the modern family, young people, truck lovers, performance enthusiasts and the "eco-culture."⁵⁷

SITUATION ANALYSIS

The first advertising campaign for the Volt focused on American pride in the commercial known as “The Anthem” and the concept that the Volt can go “really, really far.” The Volt at the time was soon to be released in the United States, and it was important for the ‘made in USA’ sticker to be prominent in order to emphasize Chevy and to differentiate the brand from foreign vehicles. The ad campaign would be released with the World Series. Because baseball is often considered an American tradition, it correlates with Chevy’s emphasis on tradition and deep roots and also gives the impression that “It’s manly to be green.”⁵⁸ The advertisements featured Chevrolet’s 100-year heritage and the place in American culture that the brand shares with baseball.⁵⁹ Later on Chevrolet combined the Volt’s ad slogan of “It’s more car than electric” with the Chevy slogan, “Chevy Runs Deep.”

Volt commercials have utilized the following: humor, such as the commercial that features a Volt owner stopping at a gas station and interacting with a child and another customer who both have questions about his Volt; a commercial that mentions specific features about the Volt like the fact that it only costs \$1.50 a day to charge it; and a commercial that compares the Volt to animals as having instincts.⁶⁰ In addition, video testimonials from customers have revealed the elimination of a customer’s worries about running out of battery charge because of the available gas option⁶¹ and another customer’s interest in the Volt’s technology.⁶²

Nissan stresses innovation when advertising the Leaf. One Leaf commercial entitled “What if everything ran on gas?” showed everything, including an alarm clock and computer, being run on gas. A Chevy Volt was shown when the voiceover said, “What if everything ran on gas?” before showing a Leaf with the next phrase, “Then again, what if it didn’t?”⁶³ Another commercial showed the value of zero, while another one featured a polar bear traveling through the city to hug a Nissan owner. Advertisements for both the Volt and the Leaf do not tend to focus on the family. A concern regarding Chevy’s overall advertising is that it looks too much into the past and not enough on the future.⁶⁴ However, Chevy Runs Deep can still be applied to the Chevy Volt because Chevy can run deep “today, tomorrow and into the future”⁶⁵ with its innovations and ties to American-made products.

PUBLIC OPINION

● Because Chevy is housed under the General Motors brand, implications are that public opinion regarding GM also will influence how people view Chevy. GM, the manufacturer of the Hummer, is not generally considered an environmentally friendly corporation. However, GM is working to improve its image by debuting “greener” vehicles and focusing on how they operate their factories with more environmentally-friendly practices.⁶⁶ This commitment is clearly acknowledged by consumers because a 2011 Mintel report⁶⁷ cited that in January 2010 GM was ranked third out of 12 brands that are seen as least green, but in December 2010 GM was ranked sixth out of the same 12.

● Even though economic growth has become an important priority for Americans,⁶⁸ interest in electric and hybrid cars has not disappeared; these vehicles can save consumers money in the long run because they translate into less money spent on gas. In addition, people are still concerned about the environment and realize the positive benefits of recycling and conserving energy.⁶⁹

● The Chevy Volt has emerged as a superior and unique option for those consumers who want to invest in a more eco-friendly vehicle. The Volt has received high praise in the form of numerous automotive industry awards, which includes the title of 2011 North American International Car of the Year. In addition, test drivers report that the Volt is cheap to charge and, unlike completely electric cars, worry-free when it comes to its driving range, about 35 miles of travel solely on electric.⁷⁰

STAKEHOLDER ANALYSIS

● 1. U.S. Government

Not only is the U.S. government a major shareholder in the General Motors Corporation, it has also promised a \$7,500 tax credit to consumers who purchase electric vehicles, including the electric-powered Volt. The Obama Administration has identified electric vehicles as a major administrative focus in the area of environmental conservation, and established a 2012 goal for the Energy Department to spend about \$580 million in research, development and deployment programs for electric vehicles.⁷¹

SITUATION ANALYSIS

2. General Motors Corporation

GM defines the present period in the corporation's history as a "rebirth" following the challenges of the 2008 U.S. economic crisis. GM aims to assure shareholders and consumers that the automaker is reemerging with the same competitive drive it possessed when the company was founded, along with a fresh commitment to the environment that can be seen in both the GM manufacturing process and the corporation's manufactured products.

3. Detroit/Detroit factory employees

The success of the Volt naturally benefits GM in terms of increased sales, but because every Chevy Volt is manufactured in Detroit, the city of Detroit also stands to benefit. More car orders can lead to an expanding workforce, and factory employees potentially benefit as higher profits can lead to increased wages.

4. Electric Utility Companies

Electric companies have an interest in electric or hybrid cars becoming the norm because these companies benefit financially from the increased use of their energy source as a substitute for gas.

5. Environmental Groups

Environmental groups have a stake in the successful marketing of the Chevy Volt because one of their main concerns is lowering gas emissions.

6. Consumers

Loyal consumers who are committed to the Chevy Volt and its mission as an electric vehicle want the Volt to remain a unique and differentiated product so that they can maintain their consumer status as "trendsetters."

PAST EFFORTS

GM and Chevrolet have made an effort to promote the Volt as a vehicle that not only benefits the environment but also society. For example, the first Chevy Volt available for retail sale was offered at a public auction benefitting the Detroit Public Schools Foundation, and the money raised was earmarked for improving math and science education. Not only were these promotional ef-

forts focused on math and science enrichment in schools, but GM also showed a commitment to the future of Detroit by investing in the students who will someday lead the city.

Chevy also aims to promote the Volt as a pioneer in the electric vehicle arena and therefore took an active part in various events held across the country on National Plug-In Day (Oct. 16). Chevy was motivated to participate because of its ambition to connect members of the Volt community and to create awareness of the electric car as a feasible and reliable automotive choice. One event featured several of the 50 Chevy Volts that were added to the NYC Police Department fleet, and in Santa Monica the Volt took part in the world's largest electric vehicle parade.

As the Volt became more readily available for purchase in 2011, "roll-out" events took place across the country in cities like Chicago, Minneapolis and Washington D.C. Chevy partnered with Meetup.com in Washington D.C. to sponsor an event designed to connect Volt owners, as well as educate potential customers about the benefits of the vehicle. A number of Volts were at the event and available for consumers to test-drive; while many Volt owners came to the event already enthusiasts, many curious consumers left with a similar enthusiasm for the Volt.

Chevrolet also maintains a website specifically for the Volt, www.chevroletvoltage.com, which includes features such as a blog, discussion board, "how to" videos and owner testimonials. This page not only provides information on the vehicle, but it also allows consumers to connect and owners to share their experiences. Chevy also interacts with consumers through the Volt's Twitter and Facebook pages — the Volt has almost 8,000 Twitter followers and more than 60,000 Facebook fans — and is active in responding to consumer questions, comments and exchanges. Chevy also furthers the Volt's social good campaigns through its social media accounts; for example, the Chevy pledged that for each person who planted a virtual tree on their Facebook profile page, Chevy would plant a real tree in an effort to show their commitment to the environment.

● SWOT ANALYSIS

Strengths

- Chevrolet is an American brand and has a loyal customer base.
- The Volt has an onboard gas generator that produces electricity so someone can go up to 375 miles after going an estimated 35 miles on electric.
- Has LCD screen to monitor battery power.
- Voted 2011 Motor Trend Car of the Year and 2011 North American Car of the Year.
- Has an eight-year, 100,000-mile warranty on the battery.
- A \$350 per month payment plan.
- The Volt is one of the more fuel-efficient compact cars on the market.

Weaknesses

- The failure of GM's EV-1 may hurt Chevy's credibility.
- GM is associated with less fuel-efficient vehicles such as the Hummer.
- The Volt is a new concept, so customer satisfaction accounts are limited.
- The Volt costs more than the Leaf, the biggest competitor.
- GM's bailout from the government in 2009 caused disdain from many Americans.
- Has lower battery life and fuel-efficiency in cold weather.
- Seats only four.
- Chevy's brand traditionally focuses on its history and past success.
- Quantities of the Volt are limited.

Opportunities

- Fuel-efficient vehicles have become more prominent in the automotive industry.
- Automotive sales are increasing.
- Government incentives.
- Price of gas is increasing.

Threats

- Increase in competition.
- SUVs are becoming more fuel-efficient.
- Charging stations are not that common yet.
- Perception that domestic auto manufacturers traditionally focus on larger, less fuel-efficient cars.
- The Volt is expensive, and the economy is poor.
- "Charging stations are not yet common."

KEY ISSUES & IMPLICATIONS

With the rise in fuel prices, consumers have become more aware of the amount of gas vehicles emit and want to have the most fuel-efficient vehicles available to them. This creates a market for fuel-efficient cars, both hybrid and electric, such as the Volt. However, since GM is associated with vehicles such as the Hummer and since consumers tend to perceive domestic auto manufacturers to be less fuel-efficient, Chevy must change how they traditionally advertise their products when advertising the Volt.

Buying a car is, for most people, a high-involvement purchase. That is why the Volt's 8-year, 100,000 mile warranty is an important feature of the product because it lets consumers know that Chevy has confidence in their own product. In addition, the government incentive of a \$7,500 tax break for Volt owners, if it continues, will lower the high starting price for buyers. Compared to its biggest competitor, the Nissan Leaf, the Volt's onboard gas generator alleviates stress consumers might have over a strictly battery-operated vehicle. If the battery dies, the Volt will not quit running but instead switch over to gas for the remainder of the ride.

Concerns for consumers include how well the Chevy Volt will perform in the winter, how reliable the battery is and whether the car will get the projected miles-per-charge that is advertised. The price is also a concern. Consumers may not want to make a costly purchase on a product that has the potential of increasing in quality and decreasing in price in the coming years.

Because the Volt needs to be charged, a place to charge it is important. Consumers who park their car on the street or do not have a way to charge the car at work might find the Volt to be impractical. However, once more hybrid and electric vehicles enter the market, this might change. But, since competition, both for compact cars and SUVs, is already beginning to enter into the hybrid and electric market, this is another key issue that has the implications of hurting the Volt's share of the market.

CAMPAIGN STRATEGY

Ethan Krupp | Account Manager

Leave the following
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PRIMARY MARKET: THE RICHARDSONS

Albert and Maddy Richardson married in 1995, both at age 35, choosing to establish their careers before settling down. They decided against having children because of their long work hours and demanding jobs. Albert currently works at an investment firm in Los Angeles and, after years of loyal service, was promoted to senior account manager within the past year. Maddy runs her own law firm in the city and currently employs six full-time attorneys.

Albert and Maddy live 10 and 15 miles away from work in a nice home in the Valley. Being from Los Angeles, they drive everywhere and both need their own cars. Maddy drives five miles to her gym three times a week, and Albert often visits his mother 12 miles away in Beverly Hills.

The Richardsons have consistently kept up with technology over the years. Both own MacBooks and smartphones, and Albert bought the first version of the iPad. They host weekend movie events in their home theatre for the adults around the neighborhood. Last Christmas, Albert bought Maddy leather gloves with sensors that allow her to wear them while using her smartphone.

Despite their taste for “new,” Maddy is a bit more traditional. She likes to read a newspaper every day and take vacations to Florida rather than China, although she does have a knack for finding the best local, up-and-coming restaurants. Albert, on the other hand, has a few different values. He is more of a risk-taker and adventurer. For example, he skis on the toughest slopes and wore a green tuxedo to his wedding.

The Richardsons are perfect Volt consumers. Their income, need for a car and location all fit



the Volt credentials. As an expensive car, Volt purchasers will have a higher income and may be looking to buy a luxury car. In LA, many people choose to drive to and from work because there is poor public transportation in the city. Albert and Judith drive less than 35 miles a day and would use predominately the electric portion of the car. Also, their centrally located, downtown office buildings have installed plug-ins. This means the Volt can be charged throughout the workday, in addition to being charged at home. Furthermore, Albert and Maddy have no kids. While the car does fit four, it is not the most comfortable vehicle. Since Albert and Maddy do not have to worry about their kids' comfort, the Volt will fit their needs in most situations.

Most importantly, Albert and Maddy can decide to purchase the Volt because it fits with their lifestyle: they are trendsetters. Both like to be the first on the block with the latest trend. The Volt represents a brand new type of car, with electric and gas options, the first and best of its kind. By driving a Volt, the Richardsons would set an incredible trend around the neighborhood.

● The Primary Market:

Affluent couples without kids at home because:

- Their level of income allows for them to afford the vehicle.
- They do not need a family car.
- They are likely to purchase a new car.
- They keep up on latest advances in auto technology.
- They are established in their careers.
- They are trendsetters in the neighborhood.

● The Richardsons live on the West Coast (Los Angeles/San Francisco) because:

- The coast is equipped with charging stations at workplaces, malls and gas stations.
- Metropolitan drivers will have less of a commute to work than most rural drivers.
- The weather is less variable than the Midwest or East Coast.
- Los Angeles has a poor public transportation system, so most commuters drive their own cars to work.

SECONDARY MARKET: THE WALTERS

Throughout their early married lives, Greg and Jessica Walter dreaded the day a minivan would sit in their garage, proving their lives were becoming boring. They had always been the couple taking exotic vacations, dancing at the hottest clubs and living thrilling lives. However, with two children in middle school, soccer practices, carpools and family road trips, the dancing stopped and the mini-van took over the garage.

Jessica works as a top hospital administrator in LA County, and her office is 15 miles from home. Greg decided to stay at home to raise the children when they were younger, but he decided to stay at home after they began school because he liked being home with them after school. Instead of working an office job, he writes a sports blog part-time from the comforts of his home office.

While Greg runs errands during the day in the minivan, Jessica needs a car to get to and from work since her day starts at 6 a.m., which is too early for Greg to drive her. Therefore, the Walters need a secondary car, Jessica's work car.

The Walters are ideal Volt drivers. Jessica can drive to and from work everyday, plug the Volt in at the hospital and return home, not once using the gas engine. The Walters will save significant money on gas costs while using the Volt as a secondary car.

Furthermore, the high-class Volt would give both Jessica and Greg some relief from always having to drive the mundane hunk-of-metal minivan that is used primarily for errands and the children's activities. The Walters can proudly head into town driving the Volt to find the newest restaurants and rediscover the best dance clubs; their trendy lifestyle can return. While the Volt would be the secondary car, it would be the first in style.

The Secondary Market:

Affluent families who need a secondary car because:

- One or more of the spouses need a work car, which could be charged at the office.
- It is an efficient way to get to work.
- The primary vehicle would be one that fits the lifestyle of the entire family, such as a minivan.
- The parents would want another vehicle with more class and style to enjoy when used outside of the everyday tasks of taking care of the children and home.

CAMPAIGN STRATEGY

The Chevy Volt is one of the most unique cars on the market for the most unique consumer. It is primarily electric like the Nissan Leaf but also has a secondary backup gas generator. In addition, its modern look, advanced technological features and high price further separate the Volt from the Leaf and Toyota Prius, its top competitors, because they put the Volt more on par with luxury cars like a BMW or a Lexus.

- The combination of the gas and electric separates the Volt from other electric cars and high-class cars. Compared to other expensive vehicles, the Volt is incredibly fuel-efficient. The car will get 35 miles on a full battery and then switch over to the hybrid gas tank once the battery dies. Although the target market can afford the Volt, most people still understand the value of a dollar. With the average gas price hovering around \$3.50 per gallon for regular gas, many people will focus on cutting that spending. Plugging in the Volt for the recommended 10 hours costs \$1.50 per day, which means the Volt can run on just under \$550 per year. To equal that price, a typical 20-gallon gas tank will be filled up just eight times, and, as all drivers know, cars require more than eight fill-ups a year. The Volt's incredible fuel-efficiency and low running costs will help the car compete with similar high-price and hybrid cars. With the new technology, the Volt is a heavy competitor to any traditional car.
- As an electric vehicle, the Volt tops the rest of the market. It is more fuel-efficient than the Toyota Prius, which only gets 14 miles on the electric battery before it switches to the gas engine. The Nissan Leaf averages 65 miles on the battery, but since there is no gas option the car will stop moving once the battery dies. Metropolitan drivers, especially in LA, are prone to traffic jams at busy hours. If a Leaf is stuck in a traffic jam, the battery will die and the car will not move. The Volt, with its 35-mile battery, has a hybrid gas tank that can keep the car running for another 300+ miles after the battery dies. The Volt is the ideal electric car, even with its high price.
- GM and Chevy both continuously brand their products in American tradition, talking about their place in the history of the country. While both companies have a place in the American story, drivers have grown tedious with the focus on the past. Furthermore, research shows that the target audience does not typically purchase American cars. This campaign will forget the American brand from the past and move the brand forward to focus on the auto-culture of the future.

● THE BIG IDEA

The uniqueness of the Volt, the marriage between gas and electric and between innovation and tradition, make it an example of a trend future cars will follow. The campaign focuses on people who want to be at the forefront of the trend, and it will appeal to the trendsetters. The affluent community wants to be first and wants to define culture for everyone else. The Volt is fuel-efficient, eco-friendly, slick-looking, technologically advanced and the best electric car on the market. The campaign will inspire trendsetters to pick up the Volt trend. It will use famous trendsetters and individuals as quasi-spokespeople for the Volt, like Andy Warhol or Audrey Hepburn. Their individualism symbolizes the individualism inspired in Volt consumers. Basically, Volt drivers start the trend and let others follow.

● Campaign Slogan:

Leave the following to others.

● Campaign Tagline:

First electric. Then gas.

● CAMPAIGN SCOPE

Although the Volt will be marketed nationally, added emphasis will be placed on West Coast metropolitan areas, primarily the four largest cities of California, by employing spot marketing techniques. This region not only has a high volume of cars, but it is also the most prepared for the electric car boom. Eighty-nine of the 229 charging stations in California are in LA County alone. Furthermore, the weather is less variable in the West Coast as compared to other regions of the United States, allowing the Volt to run at peak performance year-round. An appealing national campaign combined with word-of-mouth hype from this regional emphasis will enhance desire for the Volt across the country.

● Research from Choices III shows West Coast drivers think less of American-made cars compared to foreign car models. Because Chevy is associated with the American car tradition and is also linked to General Motors, the marketing campaign will not focus on the Chevy and American tradition but instead on the new innovation of the auto industry, as the Volt is one of the most innovative cars on the market. The tradition we will focus on will be with the general auto industry, rather than simply Chevy's history. West Coast consumers will be more willing to overcome their hesitation about American-made cars if the focus is on the Volt and not on the Chevy brand. The car will still be named "Chevy Volt" but will not be positioned as an American car with deep American roots like most Chevy marketing campaigns.

● The yearlong campaign will launch at the 2012 Academy Awards on Feb. 26, just before the weather begins to warm in spring, and run through January 2013. Our campaign will be most active during March, which is the first full month of our campaign, the warm months of summer and the holiday season. Choices III data shows that our target market feels a strong preference toward traditional media rather than interactive, and we will therefore place more emphasis on mediums such as television, radio and print over mobile and banner advertisements. Analysis of Choices III data also shows that the most effective media with which to reach our target will be primetime television and large sporting events, newspapers, quality lifestyle and news magazines, and drive-time radio. Outdoor and Internet advertising will serve to remind our audience of the Chevy Volt brand and our message of innovation.

CREATIVE PLAN

Gayle Cottrill + Kim Erskine | Creative Directors

Leave the following
to others.

SELLING PREMISE

- The Chevy Volt is one of the most innovative cars on the market and the start of a new trend, of combining an electric car with capabilities of a traditional gas vehicle. It is a revolutionary vehicle that can run on electricity for 35 miles and then switch to gas, like a traditional car, for extended range. Although not considered a luxury vehicle, the quality of its electric system and computer monitors make it one of the highest cars in its class.
- The unique selling premise is that the Chevy Volt, as an elite vehicle, embodies the sophistication of the target market, which takes pride in being the first of its social group to take part in the latest trend, or start one of their own. The idea is that they are not just keeping up with Joneses — they are the Joneses.
- The creative plan hits on the desire of the target market to be the first and most informed on the up and coming trends of today. The various advertisements emphasize the Volt as a high-class, sophisticated vehicle that will make any Volt owner a trendsetter to admire.

CAMPAIGN THEME

The campaign theme focuses on influential American trendsetters like Audrey Hepburn, James Cameron, Jackie Robinson, Katherine Hepburn, Marilyn Monroe, Andy Warhol and Albert Einstein. Each of these people has promoted individualism and is thought of as a cultural trendsetter, which highlights the goal for the brand positioning of the Chevy Volt. The innovations of the Volt are tied to these famous trendsetters, which frames the Volt as the up-and-coming cultural trend for the informed and curious target market.

- The big idea is that the Volt is the first of its kind. It is one of the most advanced and innovative electric vehicles on the market, leaving other car companies to do the following. The slogan and tagline sum up the big idea that will be incorporated into advertisements across all mediums.

- First Electric. Then Gas.
The Chevy Volt.
Leave the following to others.

UNIFYING CAMPAIGN ELEMENTS

- The campaign slogan, “leave the following to others” emphasizes all aspects of being a trendsetter. The target market follows no one, and they are the members of society who take charge and lead in setting social and product standards. Like the Volt, they have unique characteristics that set them apart from the people who surround them.
- To help clarify the uniqueness of the Chevy Volt, the tagline, based on the electricity that lets the vehicle go 35 miles and the gas generator that kicks in once the battery dies — accompanies the slogan every time it is used.
- To draw attention to our ads and overall message, images of trendsetters (or their work) that appeal to our target market are incorporated into each media outlet. Images and an inspirational quote from the icon reflect what make them unique people. The images and quotes are carefully chosen to reflect the values and ideals of the Chevy Volt brand that are also likely to be shared with the Volt’s target market—or will become shared between the consumer and the car through careful placement of ads throughout the year-long campaign.

CONSUMER APPEAL

According to Choices III, the target market feels negatively toward advertisements. Our solution to such a challenge is to use familiar faces of icons that will appeal to them, their achievements; through this, they will realize the greatness of these icons in relation to the Volt. To ensure the product is not overlooked, the Volt (or the logo) is incorporated into the image to leave a lasting impression that, like these people, the Volt is a leader in its class and the consumer could be, too. The trendsetting people featured in the ads are appealing because the target market relates to the achievements and caliber of these chosen icons.

BUILDING THE BRAND

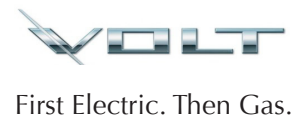
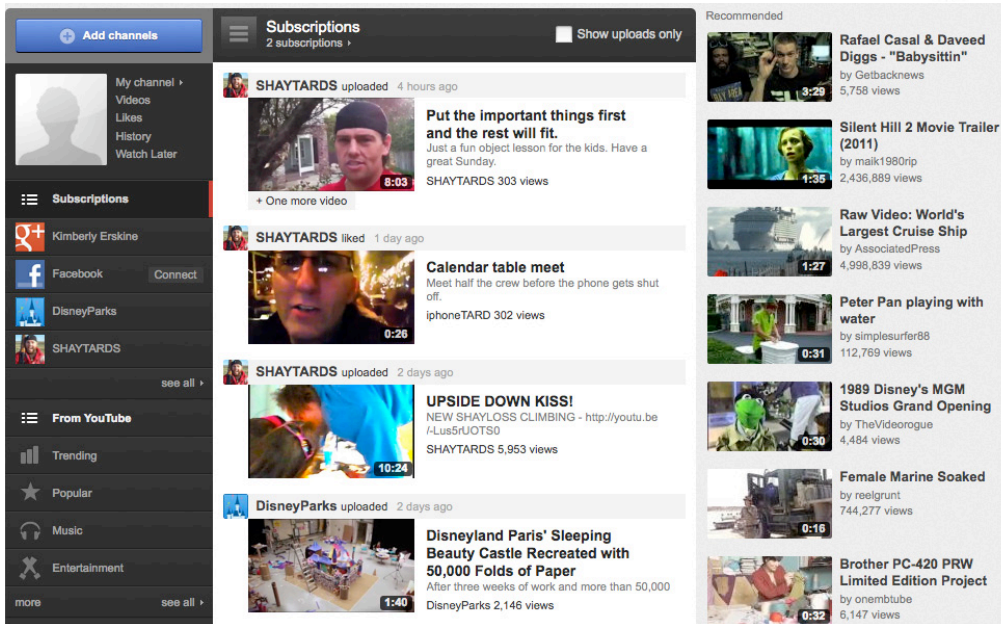
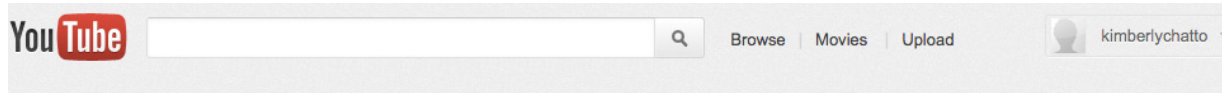
The most important aspect of the Chevy Volt is that it is both electric and gas. The tagline used in every media message — “First electric. Then gas.” — emphasizes that it is first an electric vehicle but can also use gas. This provides the consumer with options and versatility. Other key parts of the Chevy Volt, like the lithium-ion battery, the dashboard computer system and its smooth ride, are also key elements in marketing this vehicle. Each of these brand properties are emphasized to ensure people believe the Volt to be the best of the best and a new trend.

PLAN TO ALTER BRAND PERSONALITY

Based on research of the Chevrolet Volt's previous campaigns, Chevrolet has made attempts to relate the Chevy Volt to the Americana aspect of its overall advertising campaigns. Our agency has not completely eliminated this, but we have tweaked it. The selected iconic people reflect the American dream and have forged pathways toward their dreams.

- The target market relates to the featured celebrities because these icons were revolutionary during their time and, as a result, have become classics. They refused to stay within societal norms and became innovators, much like the Volt being both gas and electric. The target market wants to be trendsetters, which involves having the latest gadgets and being the most informed. All of this inspired our campaign based on the notion of the common saying, “Keeping up with the Joneses.”

AD SAMPLES



BANNER ADS

On the sidebars of any website, Volt ads can be featured displaying both the electric and gas aspects of the vehicle, as well as how convenient it is to find a local charging station. In the top banner ad, a man comes out to charge the Volt and a woman comes out to fill it with gas. After the sound of a “beep,” the Volt is ready to go and it drives off of the page. In the sidebar ad, an iPhone, iPod Touch or an iPad is displayed to show how convenient it is to use the Volt’s application in order to find an area charging station within a 5+ mile radius.

CREATIVE PLAN

Audrey Hepburn Storyboard



Music playing: "Ain't that a Kick in the Head" by Dean Martin
A Chevrolet Volt comes driving down 5th Avenue, right in front of Tiffany & Co. where Audrey Hepburn is standing.



Audrey Hepburn as Holly Golightly from "Breakfast at Tiffany's" is in front of Tiffany & Co. in New York City, admiring jewelry in the front window of the store.



The audience can see Hepburn's face and the traffic that's driving behind her and they will soon see the Volt's reflection in the glass.



Hepburn diverts her gaze toward the Chevrolet Volt as it's passing.
Hepburn Voiceover: I never think of myself as an icon. What is in other people's minds is not in my mind. I just do my thing.



She hails down the Volt, walks over and climbs in like it's a cab or her personal car.



The angle then pans out to show the Chevy Volt in its entirety and then a voiceover says, "First Electric. Then Gas. The Chevrolet Volt. Leave the Following to Others."

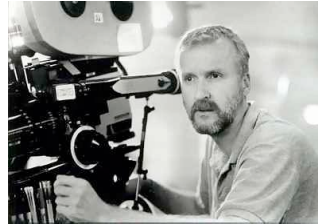
James Cameron Storyboard



Music: "My Heart Will Go On" by Celine Dion
Close-up of the Chevrolet symbol. As the scene pans out, the audience views a Chevy Volt on a Hollywood backlot set.



With extras, cast and crew moving around, the scene transitions onto a Hollywood filming of a scene from "Titanic."



Director James Cameron filming the scene and calls "cut."



Cameron is talking to the actors as he is adjusting the characters on set and the voiceover starts...



Voiceover: "There are many talented people who haven't fulfilled their dreams because they were too cautious, and were unwilling to make the leap of faith..."

Scene from "Titanic" of Cameron with actors Leonardo DiCaprio and Kate Winslet.



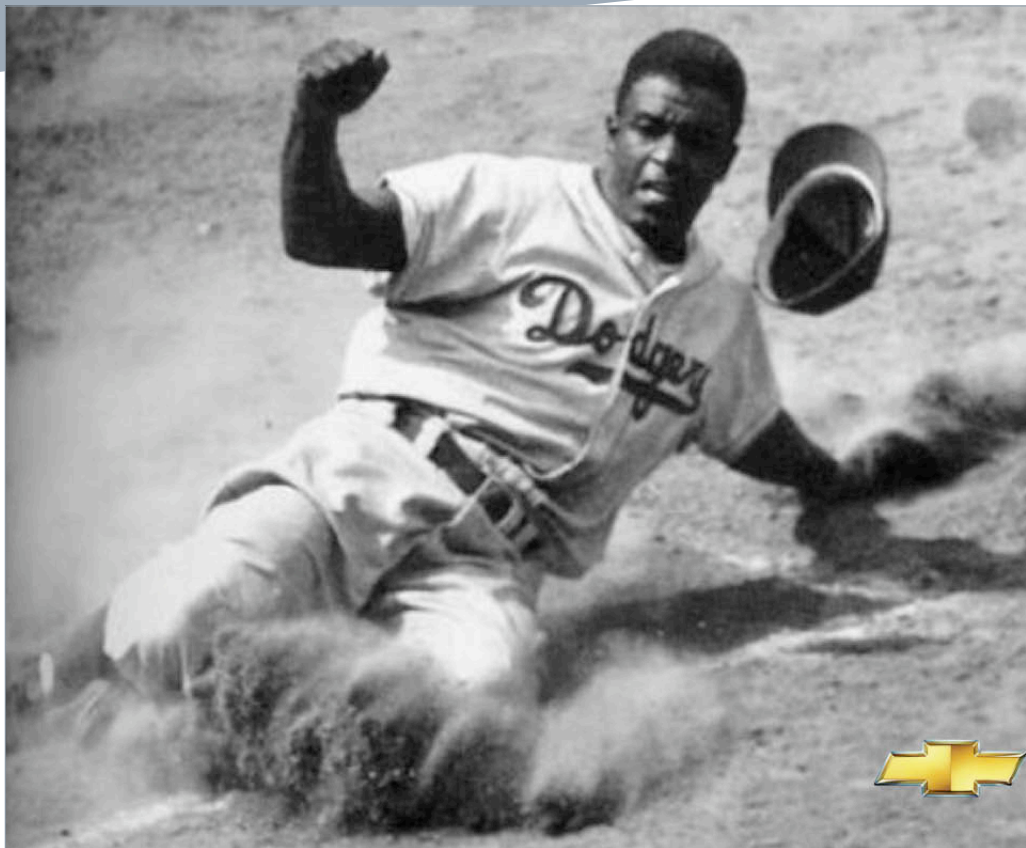
(voiceover continues)...I am not one of them."

Cameron at the Oscars receiving his award. Audio from the Oscars of his name being announced and yelling from excitement.



Chevrolet Volt along the California coastline. Cameron walks toward the car. He then goes into the driver's seat as he is leaving the Hollywood backlot to drive away in his Volt.
"First Electric. Then Gas. The Chevrolet Volt. Leave the Following to Others."

CREATIVE PLAN



“Life is not a spectator sport. If you’re going to spend your whole life in the grandstand just watching what goes on, in my opinion you’re wasting your life.”

-Jackie Robinson

Take the lead and leave the following to others.



First electric. Then gas.

First electric. Then gas.

Tradition meets innovation with the Chevy Volt, the only electric car of its kind and the best on the market. Named as the best car of 2011 and awarded a 5-star overall safety rating, the Volt is the new trend for fuel efficient vehicles. A high-class car for high-class people. The Chevy Volt is first electric. Then gas.



A computerized dashboard allows you to keep track of your battery charge. A rear-view camera helps drivers see things the mirrors miss.

The Chevy Volt only costs \$1.50 a day to charge it. You can plug it into any regular outlet in your home. You can fill up with gas too, and together the Chevy Volt can offer a driving range of up to 375 miles.



Powered by a lithium battery, the Chevy Volt is first and foremost an electric car. However, if the battery dies, a gas-run generator will provide more electric power until the next charging station.

LEAVE THE FOLLOWING TO OTHERS.

www.chevroletvoltgo.com



"Innovation distinguishes between a leader and a follower."

- Steve Jobs

First electric. Then gas.

LEAVE THE
FOLLOWING TO
OTHERS.



Tradition meets innovation with the Chevy Volt, the only electric car of its kind and the best on the market. Named as the best car of 2011 and awarded a 5-star overall safety rating, the Volt is the new trend for fuel efficient vehicles. A high-class car for high-class people. The Chevy Volt is first electric. Then gas.

\$31,645*


*Price after tax savings. Net price shown includes the full \$7,500 tax credit.

888-VOLT-4-YOU or 888-865-8496

www.chevroletvoltage.com



NEWSPAPER ADVERTISEMENT




"If I'd observed all the rules, I'd never have got anywhere."

-Marilyn Monroe

First electric. Then gas.

LEAVE THE FOLLOWING TO OTHERS.

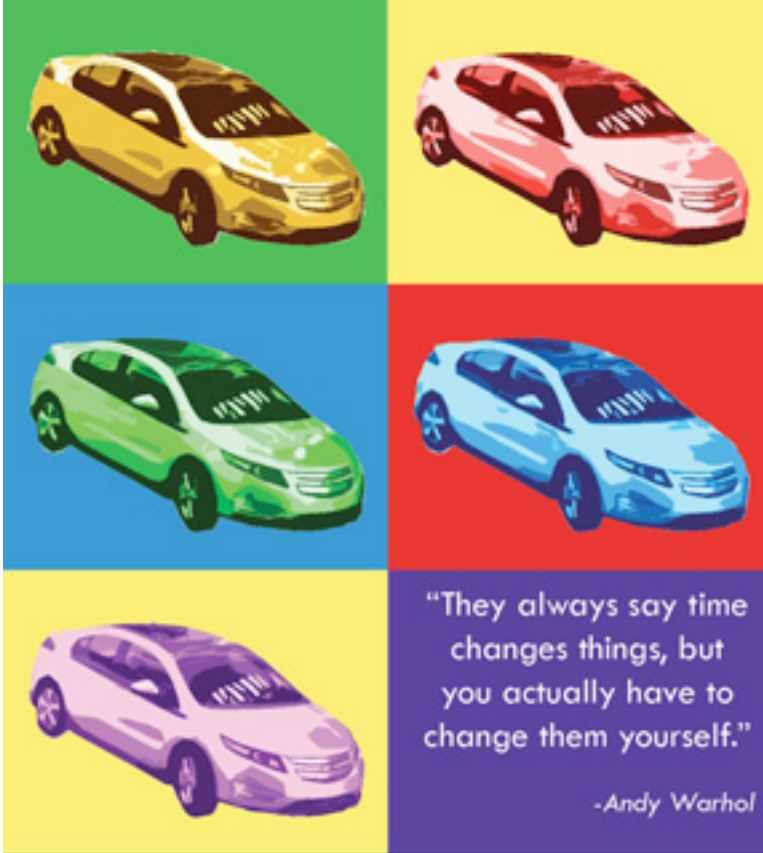
www.chevroletvoltage.com



RADIO AD

"It's an original, the first one in its class.
There's nothing quite like it on the market.
The Chevrolet Volt
35 miles solely on electricity or switch to gas for extended range.
This is innovation at its finest.
First Electric. Then Gas.
Leave the following to others.
Visit your local Chevrolet Dealer to test drive today and win a pair of movie tickets to an upcoming premiere."



OUTDOOR ADVERTISEMENT



"They always say time changes things, but you actually have to change them yourself."
-Andy Warhol

First electric. Then gas.

LEAVE THE FOLLOWING TO OTHERS

www.chevroletvoltage.com  

PUBLIC RELATIONS PLAN

Devin Mulertt | PR Director

Leave the following
to others.

PUBLIC OPINION

Preserving the environment as well as one's checkbook are among consumers' primary concerns when purchasing a new car, but according to recent Gallup polls, economic anxieties slightly surpass environmental considerations in importance.¹ These economic anxieties translate into increased interest in fuel-efficient vehicles, like the Chevy Volt. According to a survey conducted by *Consumer Reports*, respondents expect their next car to deliver an average of 29 mpg, and more than half of respondents are willing to pay extra for a more efficient vehicle.²

The Chevy Volt has emerged as a first-class option for consumers because it is an eco-friendly and fuel-efficient electric vehicle that gets an estimated 37 mpg. The Volt has received high praise from the automotive industry and from the media, and it is consistently ranked among the top eco-friendly automobiles in the country.

- The Volt was named "Top Safety Pick" by the U.S. Insurance Institute for Highway Safety (IIHS), and earned a five-star rating from the U.S. National Highway Traffic Safety Administration (NHTSA).³
- The Chevy Volt has even been awarded a top five-star rating from the European New Car Assessment Program (Euro NCAP), and is the first electric vehicle from an American manufacturer to receive this score across all categories.⁴

Volt owners also repeatedly express satisfaction with their vehicle choice, as was shown in *Consumer Reports'* annual owner-satisfaction survey.

- The survey found that **93 percent of respondents who own a Volt said they would definitely buy the vehicle again**, and early adopters of new technology were reported among the most enthusiastic buyers.⁵

OUR RESPONSE

Just as the combination gas and electric engine distinguishes the Volt within the automotive market, the target audience values their status as **trendsetters** who distinguish themselves within their social groups by being the **first to own an innovative product**.

- The target audience takes pride in their position as pioneers, and, because of this, promotional tactics will echo the satisfaction they receive from being trendsetters.

Although the target audience is not primarily motivated by preserving the environment when purchasing a vehicle, they are still concerned with environmental pollution caused by cars,⁶ and, as a consequence, promotional efforts will be made to draw attention to the electric features of the Volt, as well as to foster relationships with environmental advocates.

The proposed promotional strategy includes plans to advance the existing positive image of the **Chevy Volt as a brand that cares about communities**, which is especially important due to the fact that the target market, more so than the general population, values companies who act ethically.⁷

- Plans to **partner with the nonprofit organization TED** (Technology, Entertainment, Design), and to **sponsor a robotics scholarship competition** will help create positive images of the Volt in the minds of the target market, as well as garner positive publicity from the press.
- While other electric car manufacturers might argue that they show concern for the community's well being by reducing emissions and preserving the environment, the social good efforts we have outlined above will **differentiate the Chevy Volt from its competition**. The Chevy Volt will distinguish itself as a brand that not only looks out for the environment, but that is also willing to go an extra step and make an investment in building better communities.

Promotional tactics will also be executed to encourage brand pride among those connected to the Chevy Volt, namely shareholders and plant employees. Chevy Volt is a brand that not only cares about building a connection with consumers, but also cares about maintaining relationships with those who are invested in the vehicle's success.

- In order to sustain and build on this success, events and promotions will be planned to **foster trust and confidence among shareholders**, and to **encourage an already dedicated workforce to continue producing a quality product**.

TRACKING PUBLIC OPINION

We will actively monitor press coverage, especially leading up to and following a planned promotional event, and will hold press conferences to announce notable events and news.

Although such instances are not anticipated, any compromising media coverage that may arise, such as the NHTSA's recent safety investigation of the Chevy Volt battery, will be addressed appropriately and will be controlled to further a positive public image.

Contact will be maintained with shareholders and employees through **newsletters** and **e-blasts**, and should a crisis situation arise, shareholders will immediately be informed through an impromptu newsletter.

TIMING

With the media buys being heavily concentrated in the summer (June-August) and around the holidays (November-December), **promotional efforts will be focused during the spring and the fall months** to continue to foster awareness of the Volt. **Promotional plans will begin with the 84th Annual Academy Awards** in February, during which the first Volt television commercial will air.

OBJECTIVES

● Cultivate a positive relationship with the target audience:

- 84th Annual Academy Awards (Feb. 26, 2012)
 - Environmentally conscious celebrities arrive in the Chevy Volt
- Consumer web contest: What makes you a leader? (February-April)
 - Winner attends May 2012 premier of *The Avengers*
- Promotional incentives for test drives (February-May)
- Charging stations in airports, malls, metered parking across California.
 - Complete by summer 2012
- Environment
 - Build relationships with environmental bloggers by distributing Volt kits

- **Generate positive media coverage:**

- Robotics competition and scholarship award (September-October)
- TED Prize (February-March)
 - Contribute award money and 2012 Volt
- TED Talks (March-May)
 - Sponsor TED Theme: "Talks with Trendsetters"

- **Advance brand pride:**

- Shareholder events
 - "A Night at the Oscars" (Feb. 25, 2012, Los Angeles)
 - Fall dinner (Oct. 14, 2012, Detroit)
- Promotion benefitting plant employees: Contest (June-August)
 - Employees on Volt production line say what they like about manufacturing the Volt, entered into the raffle
 - Winner gets cameo driving the Volt in August 2012 highly-anticipated sequel, *The Bourne Legacy*
- Long-term relationships
 - Monthly newsletter to shareholders
 - Weekly e-blast to Chevy Volt employees

CULTIVATE A POSITIVE RELATIONSHIP WITH TARGET AUDIENCE

- **84th Annual Academy Awards:**

Because the campaign's first television spot will air during the Academy Awards, and because the Oscars are a high-profile event, a series of promotional plans will be incorporated into this event and will be sustained throughout spring 2012.

Most notable among the promotional plans will be the integration of the Chevy Volt into the Oscars' Red Carpet Event. Chevy will **partner with celebrity environmental advocates**, such as Leonardo DiCaprio and Cameron Diaz, who have agreed to arrive at the Oscars in 2012 Chevy Volts.

- Their arrival will **spike awareness of the Volt** and will **foster positive associations** in the minds of the target market between the celebrities and the Volt.

● In conjunction with the creative tagline "Leave the following to others," Chevy Volt will sponsor the "**What makes you a leader? Contest**," which will be introduced during the Oscars TV commercial, as well as in commercials that will follow during the months of February, March, and April.

- Because members of the target audience are generally early adopters and view themselves as trendsetters within their social groups, the contest will ask consumers to create and **submit a personal video entry** explaining what they consider to be key attributes of a leader and how they, themselves, exhibit those attributes.
- The winner will enjoy a red carpet experience and attend the premier of the highly-anticipated Marvel film *The Avengers* in May 2012, which is expected to **garner much publicity**. The winner will arrive in the 2012 Chevy Volt.
- The contest prize reflects the concept of the target as leaders because they will preview a major motion picture before it is available to the general public; and since the target audience values luxury, they will appreciate being a part of a red carpet event.

By promoting the contest on network television during a number of spots in the spring, an **integrated media campaign** will be created as the commercials prompt consumers to access the Volt website in order to enter the contest.

- Through this effort, the target audience will not only **take an active part in the brand** by relating themselves to the creative concept, but the target will also **learn more about the product** by interacting with the Volt through various media outlets.

● In conjunction with the contest and in keeping with the Oscars theme, there will be **promotional incentives** directing consumers to a dealership where they can test drive a Chevy Volt.

- Consumers will be offered a **pair of free movie tickets if they test drive the Volt** in the months of February, March, April and May. Through this incentive, local awareness of the Chevy Volt will be raised.
- Announcements for the incentive will primarily air in radio spots. **Radio is a key medium** for such a promotion because, according to Choices III data, 85 percent of the target will listen to the radio some-time between 6 a.m. and midnight; and because the target audience is most likely listening to the radio while driving, **they are more likely to detour and visit a dealership upon hearing about the incentive.**

● **Charging Stations:**

As a way of further cultivating a positive image in the minds of the target market, Chevy Volt will **build charging stations in airports and malls**, as well as integrate charging technology into **local parking meters**. These stations will **appear across California** but will be **concentrated in Los Angeles**, where the target market primarily resides. The charging stations will make the consumer aware of the **ease with which a Volt owner can charge his or her vehicle**, and therefore will encourage a purchase from those who might be more reticent for fear they will be unable to maximize the use of Volt's electric capabilities.

- Airports were selected because the target most often chooses planes for long-distance travel,⁸ and malls were selected as they are centers for consumer activity. Charging stations in parking meters provide a novel way to gain notice from the target market and will create awareness of the Volt at a local level.
- Banners will be posted alongside the charging stations **promoting the Volt smart phone app** that allows Volt owners to check the status of their battery, reinforcing the ease with which a consumer can integrate electric technology into his or her life.
- Installation will begin in January 2012 in Los Angeles and will occur in phases through spring 2012. All installations will be complete across California by summer 2012.

● Addressing the environment

Although the campaign strategy does not primarily focus on the environmental benefits of the Chevy Volt, promotional efforts will still be made to further the Volt's green brand image because the environment is a trending topic in today's society and the **target market does show concern about pollution caused by cars.**

- Chevy Volt **promotional kits will be sent to some of the leading environmental bloggers**, such as Meaghan O'Neill, Editor-in-Chief of TreeHugger, and Hank Green of EcoGeek.org, who can be considered trendsetters in their own right and whose blogs receive a high amount of digital traffic. This promotional tactic aims to **foster positive media relationships** with an important, growing segment of the media—bloggers—and building these positive, **long-term relationships can serve the brand significantly** in the future as the category of electric cars continues to grow.
- The kits will include environmentally friendly products, such as reusable water bottles and frisbees made of recycled materials, all of which will be decorated with the Chevy Volt logo.
- They will be circulated throughout the year, and by staggering the distribution, **recognition of the Volt can be consistently maintained in the blogosphere.** However, there will be a higher number of kits distributed during the holiday season with the intention of complementing the increased number of Volt ads airing in November and December and reinforcing awareness of the Volt.

● GENERATE POSITIVE MEDIA COVERAGE

Robotics Competition:

As a way to generate positive media coverage and show a commitment to the community, Chevy Volt will **sponsor a scholarship competition for college undergraduates majoring in engineering.**

- Students will be asked to submit an application addressing the question “How do you plan to be a leader in your field?” The top 15 applicants will be flown to Detroit, Mich., where they will be placed in teams of three and compete in a robotics competition for a \$75,000 academic scholarship prize to be split among the winning team members.

- The contest will **spotlight the advanced technology of the Volt**, which allows it to run on electric power for 35 miles before switching to gas power. Students will be required to **create a robot that runs on battery power**, and the team whose robot can circle the racetrack for the longest time will win.
- All undergraduates selected will also have the opportunity to tour the Volt facilities and take part in a “Lunch and Learn” seminar with some of the leading engineers at Chevrolet.

This competition aims to **differentiate the Volt from its competitors** and to **advance the image of the Chevy Volt as a community brand** that is dedicated to the education of this country’s youth. Also, the competition intends to help students advance their knowledge and skills so that they can become the future leaders in the field of automotive technology.

- A press conference will be held to announce the opening of the application process in late August 2012, and the competition will take place the weekend of Oct. 14, 2012. See Appendix A for an example press release and media kit.

TED Prize:

Promotional plans also include a Chevy Volt **collaboration with the organization TED**. TED is a nonprofit organization that began in 1984 as a conference bringing together people from the worlds of Technology, Entertainment, Design. It has since grown to include annual conferences, the TED Talks video site, the TED Fellows program, the annual TED Prize, as well as a variety of additional programs.

- This collaboration includes plans for the Chevy Volt to become a **TED Prize Partner** as a way to **further the image of the Volt as a compassionate brand**. The TED Prize is awarded annually to an individual with “One Wish to Change the World.” This person receives \$100,000 to fund their wish, and the wish is unveiled at the annual TED Conference, an event held from Feb. 27 to March 2, which is sold out one year in advance, **draws more that one thousand attendees, and attracts extensive media coverage.**⁹
- Chevy Volt will pledge \$30,000 toward the TED Prize as well as award the winner a new 2012 Volt.

The philosophy of the TED Prize and the slogan “Wishes big enough to change the world” parallels the Volt’s own intention of changing the world through safer emissions.

- The winner of the TED Prize is a trendsetter in his or her own right as this individual will pioneer an original philanthropic project with the intention of bringing positive change to the world. Therefore, a **TED Prize partnership seamlessly fits into both the mission of the Volt and the campaign strategy**, and the partnership will bring about positive, free media coverage for the Chevy Volt brand.
- A press release announcing the partnership and an accompanying media kit can be found in Appendix B. The press release will be distributed to all major network news outlets, and a press conference will be held to make a formal announcement.

TED Talks:

According to Choices III data, the **target market has a strong desire to search and learn on the Internet**, with 43 percent of the target responding that the Internet is the first place they look for information. With this in mind, Chevy Volt will also leverage the TED Talks platform in order to foster greater interaction with consumers. TED Talks are online videos anyone can access and use to learn about a variety of subjects from leaders in their respective fields.

- Chevy Volt will partner with TED Talks to **create a theme entitled “Trendsetters,”** which will consist of interviews with individuals who are considered leaders in their field, such as James Cameron, the Oscar-winning movie director who is also a Volt owner. A Chevy Volt sponsorship message will appear before each trendsetter video, and an ad encouraging viewers to visit the Chevy Volt website for more information will appear under the “About this talk” box on the right of the page.
- The **Chevy Volt brand image will grow positively from this partnership** as associations will be built in consumers’ minds between the Volt and a variety of inspiring individuals.
- This promotional effort will debut in March following the TED Conference as a way of continuing to build awareness of the Volt through the TED website, and as a way of driving consumers to the Volt website.

ADVANCE BRAND PRIDE

Shareholders:

Fostering a positive relationship with shareholders is important to sustaining the Chevy Volt, especially in light of the economic struggles GM faced in the past.

- GM aims to assure shareholders that the company can sustain the same competitive drive it possessed prior to the 2008 economic crisis; and because Chevy Volt is a product of General Motors, an effort must be made to reassure shareholders of the automaker's reliability

Monthly newsletters will be distributed to shareholders updating them on the latest company news, and will focus on events specifically surrounding the Volt. Should a crisis communications situation arise, an impromptu monthly newsletter will also act as a source by which the situation can be more clearly explained and shareholders' concerns can be alleviated.

To further nurture this relationship with shareholders, **two shareholders' dinners** will be held across the campaign.

- The first will be held in Los Angeles on Feb. 25, 2012, in anticipation of the Academy Awards. The theme will be **"A Night at the Oscars,"** and shareholders will be treated to a red carpet event and will be given a first look at the Volt commercial to air during the Oscars.

- The second event will be held in Detroit, Mich., on Oct. 14, 2012, and will provide the opportunity to **give shareholders an overview of the successes of the campaign across the spring and summer months**, as well as provide them a preview of campaign plans scheduled for the holiday season. The student winners of the robotics scholarship competition will also be in attendance as a way of reminding shareholders of the contributions Chevy Volt is making to its communities.

Volt Employees

While it is important to maintain positive interactions with shareholders, strong relationships must also be built with employees, which is why **weekly e-blasts will be sent to all Volt employees**, keeping them up-to-date on internal corporate news.

- Better cars are produced when employees feel connected to and invested in their product, and in order for the Chevy Volt to continue to garner media praise and increase sales, this quality craftsmanship must be maintained.

As a way to foster more enthusiasm for the brand among employees, a contest will be designed for factory workers to **win a chance to appear in a blockbuster film**. Employees will be required to submit a statement about why they like manufacturing the Volt, and they will be entered into a raffle from which the winner will be selected in mid-July.

- The winner will drive the Volt in *The Bourne Legacy* movie premiering August 2012, and the winner will also have the chance to meet film's stars. A press conference will be held to announce the event.
- The best employee responses will be included in the Volt website as a way of **advancing a positive public image through a more personal voice**, rather than from an unnamed marketer.

PR BUDGET

Event/Promotion	Details	Cost
Press Kits	Production, 2 news releases, backgrounder, fact sheet, distributed nationally	3x\$30,000 Robotics, "Leader" Contest, TED Prize
Media Relations	Follow-up, coordinating interviews with media and spokesperson	3x\$50,000 Robotics, "Leader" Contest, TED Prize
What makes you a leader? Contest	Travel costs for 2 to <i>Avengers</i> premier	\$10,000
Celebrity sponsorship at Academy Awards	2 celebrity arrivals in 2012 Chevy Volt	2x\$1,000,000
Charging Stations	Airports (3 airports x 15 stations), Malls (5 malls x 15 stations), Parking meters in 3 towns (10/town)	\$10,000/charging station 150 stations \$1,500,000 *U.S. Department of Energy grant will subsidize charging stations in some malls, decreasing cost
Volt Kits for bloggers	Mailing costs, miscellaneous eco-friendly items	\$75/kit 100 kits \$7,500
Shareholders' dinners	300 people/dinner	\$150,000 LA dinner \$100,000 Detroit dinner \$250,000
Test-drive incentives	2 movie tickets/test-drive	\$12,500
Employee cameo	Product placement, <i>Bourne Legacy</i>	\$1,000,000
Monthly newsletter	12 issues	\$300,000
Robotics competition	Travel expenses, "Lunch and Learn," scholarship prize	\$150,000
TED Prize Sponsorship	Prize money and 2012 Volt	\$30,000 2012 Volt (\$41,430 value)

Total: \$ 5,541,430

MEDIA PLAN

Molly Gerber | Media Director

Leave the following
to others.

TARGET DEMOGRAPHIC

The nature of our target market presents us with an interesting media challenge. According to Simmons Choices III data, they are more likely than the average population to dislike all advertisements. This grants us the opportunity to captivate an audience that is not easily, and likely as a result not often reached. By focusing the majority of our resources on the most effective mediums and carefully avoiding more invasive forms of advertising, such as product placement, we can successfully reach our audience and hold their attention without overwhelming them.

Choices III research shows that the target market is of a generation and education level that continues to appreciate traditional media over interactive media. We therefore will spend the majority of our resources on television, print and radio, rather than on Internet and mobile advertising.

TIMING & REACH

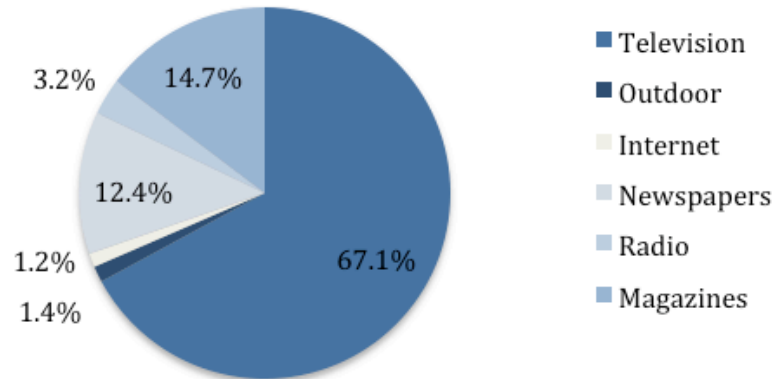
Our campaign will launch with an advertisement during the 2012 Academy Awards on Feb. 26 and continue through January 2013.

We believe beginning the campaign just before the weather begins to warm in spring compliments the fact that the Chevrolet Volt performs at its peak during the warm summer months. We will be implementing a pulsing strategy, emphasizing three specific periods:

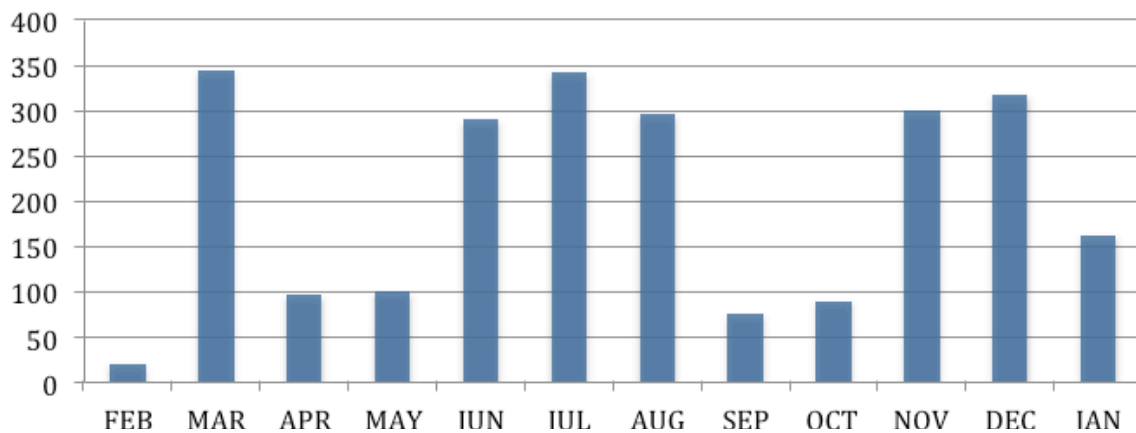
- March, the first full month of our campaign
- The warm summer months of June, July and August
- The lucrative holiday season of November and December

In addition to advertising nationwide, we will use spot marketing tactics to place a strong regional emphasis on the West Coast, primarily California, as it is the most prepared to make use of the expanding electric car market because of the comparatively high number of charging stations currently in place. The combination of a national campaign and word-of-mouth hype from the West Coast should ultimately make the Chevrolet Volt a desirable car in every region of the country.

Budget Allocations by Medium



Total GRPs by Month



MEDIA CLASSES & VEHICLES

Television: 67.1%

The majority of our media budget will be spent on television, which allows us to reach a mass audience while still employing content-based targeting. Television advertising will allow us to vividly, creatively and memorably express our message of innovation and leadership.

● Cable and Network Primetime

Because our target market consists typically of professional individuals, we will avoid advertising during the workday, focusing instead on primetime. The Chevrolet Volt te National Impact Television Media television advertisements will run throughout the entirety of our campaign, but will increase in frequency during March, the summer months and the holiday season.

Choices data suggests that our audience, in addition to the popular network channels, tends to watch news, educational, film and sport programs. As such, we will focus our cable television media buys on channels such as the Discovery Channel, the History Channel, CNN, MSNBC, ESPN, A&E and TCM.

● Network and Spot Late Fringe

Over 4/5 of our target audience has watched local television news in the last week and Choices data suggests that a large number prefer late night news. To capture these viewers, we will purchase advertising space both nationally and regionally in the West Coast during the late night fringe period.

● National Television Sports

Our target audience is more likely than the average population to watch nearly all types of sports, according to Choices data. It is therefore essential that we air advertisements during national television sports. Our audience is especially interested in football, baseball, basketball, golf and tennis, so we will focus the majority of these non-impact sport advertisements there.

● National Impact Television Media

We launch our campaign with an advertisement during the Academy Awards. Choices data reveals that a large portion of our film-loving target market watches this award show each year, and as a late-February event, just prior to spring, it is an ideal time to begin our campaign.

To further attract our sport-loving target market, we will also purchase space during fall Monday Night Football, the two NFL Playoff Championship games, the Rose Bowl and the World Series. Running the campaign in 2012 also offers us the excellent opportunity to air advertisements during the Summer Olympics.

Print: 27.1%

Print advertisements provide a very important opportunity to supplement our television advertisements with additional information about the Chevrolet Volt.

● Magazines

Our target audience reads very specific types of magazines, allowing us to gain highly targeted advertising space. According to Choices data, they most often read business, news, sport and women's magazines, so we will focus our advertising in Business Week, Good Housekeeping, National Geographic, Reader's Digest, Sports Illustrated, US News and World Report and The New Yorker. We will also place advertisements in Autoweek and Car and Driver, which will increase buzz among car enthusiasts about the Volt.

● Newspapers

Our audience is far more likely than the average population to read the newspaper daily, according to Choices data. This traditional medium grants us an opportunity to provide highly detailed information directly to our target market. We will place advertisements in the three large national newspapers - the New York Times, USA Today and the Wall Street Journal - to increase our national visibility. We will also place advertisements in large West Coast newspapers such as the San Francisco Chronicle and the Los Angeles Times to aid in our regional marketing efforts.

Radio: 3.2%

Radio is another traditional medium that offers us an excellent opportunity to reach our target market. Choices data reveals that our audience is more likely than the average population to listen to the radio every day, with 86% listening at least once a week. Most of our audience are working individuals, and listen to the radio during drive times, 6:00 am to 10:00 am and 3:00 pm to 7:00 pm. We will again use both national and regional west coast advertisements to reach nationally while emphasizing our spot market.

Internet: 1.2%

Choices data reveals our target audience is more likely than the average population to feel a strong desire to learn and search when online, with nearly half reporting that the Internet is the first place they go for information. This makes the Internet an important medium on which to place visual reminders of our campaign in order to prompt our audience's already-existing desire to search for more information.

- However, Choices data also shows that banner advertisements are not profoundly effective for our target market. We will therefore place banners on 25 highly targeted websites for our five most active months to get the maximum visibility for the fewest advertising dollars. This allows us to devote more of the budget to the other, more effective mediums. Our target most often visits travel, news and informational websites, so we will place banner advertisements on websites such as the New York Times, Weather.com, Travelocity and MSN.
- Of all methods of Internet advertising, search keywords are the most effective for our target audience, according to Choices data. We will coincide our search keywords with our five most active months, using the terms "car," "hybrid car," "compact car" and "electric car."
- To support our public relations efforts with TEDtalks, located at TED.com, we will sponsor the website during the months of March, April and May.

Outdoor: 1.4%

Billboards are an excellent supplement to our spot marketing efforts on the West Coast. Billboards strategically placed along the highways in California cities will remind people about the Chevrolet Volt while they are actively thinking about and surrounded by cars. We will place a total of seven billboards in the four largest cities in California; Los Angeles, San Diego, San Jose, and San Francisco. To increase our brand's visibility, we will also place one advertisement in Times Square in New York City. These ads will run in July, August, November and December.

Total Budget	Total Spent On Impact Media	Remainder After Impact Media
\$80,000,000.00	\$28,811,345	\$51,188,655.00

IMPACT MEDIA SPENDING				
MEDIA CATEGORIES	COST PER UNIT	UNITS X MONTH	TOTAL	NOTES
Academy Awards	\$990,610	1	\$990,610	1 Commercial During Academy Awards
Monday Night Football	\$1,241,850	4	\$4,967,400	Sep/Oct/Nov/Dec
NFL Playoffs	\$1,241,850	2	\$2,483,700	During the 2 Championship Games
Rose Bowl	\$1,241,850	1	\$1,241,850	1 Commercial During Rose Bowl
Summer Olympics	\$1,241,850	5	\$6,209,250	5 Commercials During Summer Olympics
World Series	\$1,241,850	4	\$4,967,400	4 Commercials During World Series
Outdoor	\$35,000	32	\$1,120,000	8 Billboards for 4 Months
Keywords	\$29,250	20	\$585,000	4 Words for 5 Months
Internet Sponsorship	\$17,550	3	\$52,650	Sponsor TED.com for 3 Months
Internet Banner Ads	\$3,000	125	\$375,000	25 Sites for 5 Months
Spot Regional Newspapers	\$1,163,697	5	\$5,818,485	Spot Markets for 5 Months
SUM TOTAL			\$28,811,345	

NON-IMPACT MEDIA SPENDING				
MEDIA CATEGORIES	CPP TOTAL	% ALLOCATION	SALLOCATION	GRPS
Cable Television Primetime	\$19,277	13%	\$6,654,525.15	345
Network Television Primetime	\$33,103	21%	\$10,749,617.55	325
National Television Sports	\$38,337	20%	\$10,237,731.00	267
Spot Television Late Fringe	\$14,688	10%	\$5,118,865.50	349
National Radio Drive Times	\$2,913	2%	\$1,023,773.10	351
Spot Radio Drive Times	\$4,240	3%	\$1,535,659.65	362
National Newspapers	\$32,719	8%	\$4,095,092.40	125
National Magazines-General Interest	\$64,733	15%	\$7,678,298.25	119
National Magazines-Women's	\$21,240	8%	\$4,095,092.40	193
SUM TOTAL		100%	\$51,188,655.00	

MEDIA PLAN

IMPACT MEDIA														
MEDIA CATEGORIES	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	Units	
Academy Awards	1												1	
Monday Night Football								1	1	1	1		4	
NFL Playoffs												2	2	
Rose Bowl												1	1	
Summer Olympics						2	3						5	
World Series									4				4	
Outdoor						8	8			8	8		32	
Keywords		4				4	4			4	4		20	
Internet Sponsorship		1	1	1									3	
Internet Banner Ads		25				25	25			25	25		125	
Spot Regional Newspapers		1				1	1			1	1		5	

NON-IMPACT MEDIA														
MEDIA CATEGORIES	GRPS	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	TOTAL
Cable Television Primetime	345	5	40	15	20	45	45	45	10	15	45	40	20	345
Network Television Primetime	325	5	40	15	15	40	40	40	10	15	45	40	20	325
National Television Sports	267	5	40	12	10	30	35	30	10	10	35	30	20	267
Spot Television Late Fringe	349	5	45	20	20	43	45	43	10	15	40	43	20	349
National Radio Drive Times	351		50	10	10	45	50	45	10	10	45	50	26	351
Spot Radio Drive Times	362		55	10	10	43	55	44	10	10	45	45	35	362
National Newspapers	125		30			10	30	10			10	30	5	125
National Magazines-General Interest	119		20	5	5	14	15	15	5	5	15	15	5	119
National Magazines-Women's	193		25	10	10	20	28	25	10	10	20	25	10	193
SUM TOTAL		20	345	97	105	290	356	297	75	90	300	320	161	2437

APPENDICES

Leave the following
to others.



CONTACT: Devin Mulertt
Adroit Marketing Agency
(608) 555-5555
dmulertt@adroit.com

FOR IMMEDIATE RELEASE

Chevrolet Announces Scholarship Competition for Undergraduate Engineers
Robotics competition will spotlight Chevy Volt technology

DETROIT, Mich., Aug. 20, 2011—Chevrolet will sponsor a robotics competition for undergraduate engineering students who will compete for a \$75,000 academic scholarship.

Students will be asked to submit an application answering the question “How do you plan to be a leader in your field?” The top 15 applicants will be flown to Detroit, Mich., where they will form three-person teams and compete in a robotics competition for the scholarship prize.

The contest will highlight the advanced technology of the Chevy Volt, which allows the vehicle to run on electric power for 35 miles before switching to gas power. Students will be required to create a robot that runs on battery power, and the team whose robot can circle a racetrack for the longest time will win the competition.

“Today’s engineering students are the future of the automotive industry,” says Thomas Stephens, General Motors Vice Chairman and Chief Technology Officer. “We know that they will achieve great things, but we hope they will continue to build on our work by always keeping the environment in mind.”

All 15 students selected will also have the opportunity to tour the Volt facilities, learn more about the eco-friendly technology in the Volt, and take part in a “Lunch and Learn” seminar with some of the leading engineers at Chevrolet.

“While we will be helping three students finance their education, we also intend to help all 15 students learn more about the field of automotive engineering,” Stephens says. “These students are extremely smart and talented, and we would simply like the chance to teach and encourage some bright, young minds.”

A press conference will be held Tuesday, Aug. 21, 2012, at GM Corporate headquarters in Detroit, Mich. to announce the opening of the application process. The competition will take place the weekend of Oct. 12, 2012.

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About Chevrolet

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 4.25 million vehicles in more than 140 countries. Chevrolet provides consumers with fuel-efficient, safe and reliable vehicles that deliver high quality, expressive design, spirited performance and value. More information regarding Chevrolet models can be found at www.chevrolet.com.

Fact Sheet

Robotics Competition Procedures

- Application opens Aug. 22 and closes Sept. 19
- Student applicants will respond in an essay to the question “How do you plan to be a leader in your field?”
- Top 15 respondents will be flown to Detroit, Mich., to compete in a robotics competition Oct. 12-14
- In teams of three, students must build a robot that runs only on battery power
- The team whose robot can circle the racetrack for the longest time wins
- Students will split a \$75,000 academic scholarship prize and will attend the fall shareholders’ meeting
- All 15 students will be given a tour of Chevy Volt facilities in Detroit and attend a “Lunch and Learn” session with Chevy Volt engineers

General Motors (NYSE: GM)

- Largest U.S.-based automaker and one of the world’s largest automakers
- Manufactures cars, trucks and parts
- Founded in 1908 and headquartered in Detroit, Mich.
- Employs 209,000 people worldwide
- Chevrolet is the largest GM brand
- The GM Foundation has donated more than \$300 million to support nonprofit organizations and programs, along with worldwide disaster relief efforts
- GM has a commitment to the environment that can be seen in both the GM manufacturing process and the corporation’s manufactured products

Chevrolet

- Largest U.S.-based automobile brand
- Formed in 1911; joined General Motors in 1919
- Leaders in major automobile innovations such as automatic transmissions in low-cost vehicles and anti-lock brakes
- Began producing hybrid vehicles in 2004
- Introduced the Chevy Volt in 2007 at the North American International Auto Show; began production in 2010

Chevy Volt

- Fuel-efficient, environmentally-friendly vehicle
- Powered by a lithium-ion battery, along with an onboard gas generator
- Five-year power train warranty plus eight-year, 100,000-mile battery warranty
- Battery charging costs an average of \$1.50 per day, \$40 per month
- Plug-in time is ten hours – 220V will charge in four hours
- Battery lasts for about 35 miles; combined with on-board gas generator 375 miles
- Gas tank is a nine-gallon sealed tank and can hold the gas for up to one year
- Will automatically start if it hasn’t been driven in six weeks to help keep machine lubricated
- Volt purchasers are assigned a GM representative to assist with questions and concerns
- Navigation, iPod input, DVR radio, satellite radio
- Initial purchase price of \$39,145, but \$7,500 government tax credit with purchase
- Compared to conventional cars, the Volt’s long-run value shows a better total cost of ownership over five years
- Earned a five-star government crash test rating

Fact Sheet continued...

Hybrid-Electric Car Industry

- 1/6 of the world's greenhouse gas emissions are constituted from automobiles
- Hybrid and electric cars are beginning to achieve 80% more reductions in emissions as regular vehicles
- Automobile industry is expected to turn around, sales in the industry are projected to increase 8.2 percent in the next three years
- Production of hybrid-electric vehicles is projected to increase 12.9 percent to 10.2 million units in 2014
- Sales of high efficiency hybrid-electric vehicles are projected to expand by 7.3 percent annually by 2014

GM and Chevrolet Values

- Company image appeals to the American consumer and American values
- Environmental responsibility in vehicle production
- A multinational corporation engaged in socially responsible operations
- Continuous improvement driven by integrity, teamwork, and innovation



CONTACT: Devin Mulertt
Adroit Marketing Agency
(608) 555-5555
dmulertt@adroit.com

FOR IMMEDIATE RELEASE

Chevrolet to become TED Prize Partner
Will contribute to fulfilling philanthropic dreams

DETROIT, Mich., Jan. 26, 2011—Chevrolet announced today that it will pledge \$30,000 toward the TED Prize annual award, as well as present the winner with a 2012 Chevy Volt.

TED Prize is an annual award granted to an individual who is provided the resources necessary to fulfill his or her philanthropic vision.

“The TED Prize winners are incredibly inspiring individuals, and we are proud to be able to help fulfill their dreams for building a better community,” says Mark Reuss, General Motors Vice President and President, North America.

The TED Prize is granted to an individual who has “One Wish to Change the World,” and who receives \$100,000 with which to achieve this dream. By becoming a TED Prize Partner, Chevrolet promises to assist the winner in fulfilling his or her humanitarian vision.

“Chevy has always been dedicated to building communities and to promoting social good campaigns,” says Reuss. “And it doesn’t matter if these efforts are initiated by Chevrolet, a charitable group, or a single individual, Chevy is glad to be a part of it.”

Chevrolet also plans to collaborate with TED Talks, another branch of the nonprofit project. Chevy Volt will sponsor a “TED Theme” entitled “Trend-setters” on the nonprofit’s website, and the theme will consist of interviews with individuals who are considered leaders in their field.

A press conference will be held Friday, Jan. 27, 2012, at GM headquarters in Detroit, Mich., in collaboration with TED Curator, Chris Anderson to formally announce the TED Prize partnership and to unveil the 2012 Chevy Volt, which will be awarded to the TED Prize winner.

###

About Chevrolet

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 4.25 million vehicles in more than 140 countries. Chevrolet provides consumers with fuel-efficient, safe and reliable vehicles that deliver high quality, expressive design, spirited performance and value. More information regarding Chevrolet models can be found at www.chevrolet.com.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. It started in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then its scope has become ever broader. Along with two annual conferences, TED includes the award-winning TED Talks video site, the Open Translation Project and TED Conversations, the TED Fellows and TEDx programs, and the annual TED Prize.

Fact Sheet

TED

- TED stands for Technology, Entertainment, Design
- TED is a nonprofit organization that began in 1984 as a conference bringing together people from those three fields
- The TED Conference, held annually in the spring, is the core of TED
- More than one thousand people attend, the event sells out a year in advance
 - Takes place over four days, 50 speakers each take an 18-minute slot

TED Prize

- Awarded annually to an exceptional individual who receives \$100,000 and “One Wish to Change the World”
- After several months of preparation, the winner unveils his/her wish at an award ceremony held during the TED Conference
- Wishes have led to collaborative initiatives with far-reaching impacts
- TED Partners pledge to support the TED Prize winners
 - Pledges can take the form of business services, hardware and software, publicity, advice, connections, etc.

General Motors (NYSE: GM)

- Largest U.S.-based automaker and one of the world’s largest automakers
- Manufactures cars, trucks and parts
- Founded in 1908 and headquartered in Detroit, Mich.
- Employs 209,000 people worldwide
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Hybrid-Electric Car Industry

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- Hybrid and electric cars are beginning to achieve 80% more reductions in emissions as regular vehicles
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- Sales of high efficiency hybrid-electric vehicles are projected to expand by 7.3 percent annually by 2014

GM and Chevrolet Values

- Company image appeals to the American consumer and American values
- Environmental responsibility in vehicle production
- A multinational corporation engaged in socially responsible operations
- Continuous improvement driven by integrity, teamwork, and innovation

APPENDIX C

Included below are national and localized media outlets that Adroit Marketing Agency will contact to issue press releases about promotional events and promotional news concerning the Chevy Volt.

National Newspapers

Associated Press

450 W. 33rd St.
New York, NY 10001

Detroit Office

300 River Pl., Suite 2400
Detroit, MI 48207-4260
Phone: 313-259-0650
Fax: 313-259-4966

Boston Globe

Business News Phone: 617-929-2930
News Tip Phone: 617-929-8477
News Tip Email: newstip@globe.com

Chicago Tribune

Gregory Karp
Position: Columnist
Department: Business
Email: gkarp@tribune.com

New York Times

David Pogue
Position: Columnist
Email: pogue@nytimes.com

Wall Street Journal

Sharon Terlep
Position: Reporter
Department: Business – Auto Industry
Kevin Delaney
Position: Managing Editor
Email: k.delaey@wsj.com

National TV and Radio

ABC News

77 West 66th St.
New York, NY 10023

CBS News

Mark Larkin
Position: Senior Vice President, General Manager
Department: Technology/Business/News
524 West 57th Street
New York, NY 10019
CNN
1 Time Warner Center
New York, NY 10019

Fox News

Irena Briganti
Position: Senior Vice President, Media Relations
Phone: 212-301-3608
Fax: 212-819-0816
Email: irena.briganti@foxnews.com

Huffington Post

Email: scoop@huffingtonpost.com

National Public Radio

Anna Christopher

Position: Director, Media Relations
Phone: 202-513-2300
Email: achristopher@npr.org
635 Massachusetts Avenue
Washington, D.C. 20001

National Magazines

Autoweek

Julie Alvin
Position: Associate Editor
Email: jalvin@autoweek.com

Road and Track

Jennifer Degtjarewsky
Position: Editorial Director
Email: jdegtjarewsky@hearst.com

The Economist

Natasha Loder
 Position: Midwest Correspondent
 Email: natashaloder@economist.com

Blogs**Autoblog**

Zach Bowman
 Email: zach.bowman@weblogsinc.com

EcoGeek.org

Hank Green
 Position: Creator and Editor
 Email: hank@ecogeek.org

Treehugger

Michael Graham Richard
 Position: Editor
 Department: Transportation, Science & Technology
 Treehugger c/o Discovery Communications
 850 3rd Ave., 8th Floor
 New York, NY 10022

Los Angeles**CBS2**

Phone: 818-655-2000
 4200 Radford Ave.
 Studio City, CA 91604

KABC-TV

pr@myabc7.com
 Phone: 818- 863-7080
 500 Circle Seven Drive
 Glendale, CA 91201

KTLA-TV

Stan Chambers
 Position: Reporter
 5800 Sunset Blvd.
 Los Angeles, CA 90028

Los Angeles Times

Michael A. Hiltzik
 Position: Reporter/Columnist
 Department: Money and Company
 Email: michael.hiltzik@latimes.com

LA Daily News

Ron Hasse
 Position: VP, Publishing Operations
 Phone: 818-713-3000
 Fax: 818-713-0058
 P.O. Box 4200
 21860 Burbank Boulevard, Suite 200
 Woodland Hills, CA 91367

San Francisco**San Francisco Business Times**

Lindsay Riddell
 Position: Reporter
 Department: Energy and Cleantech
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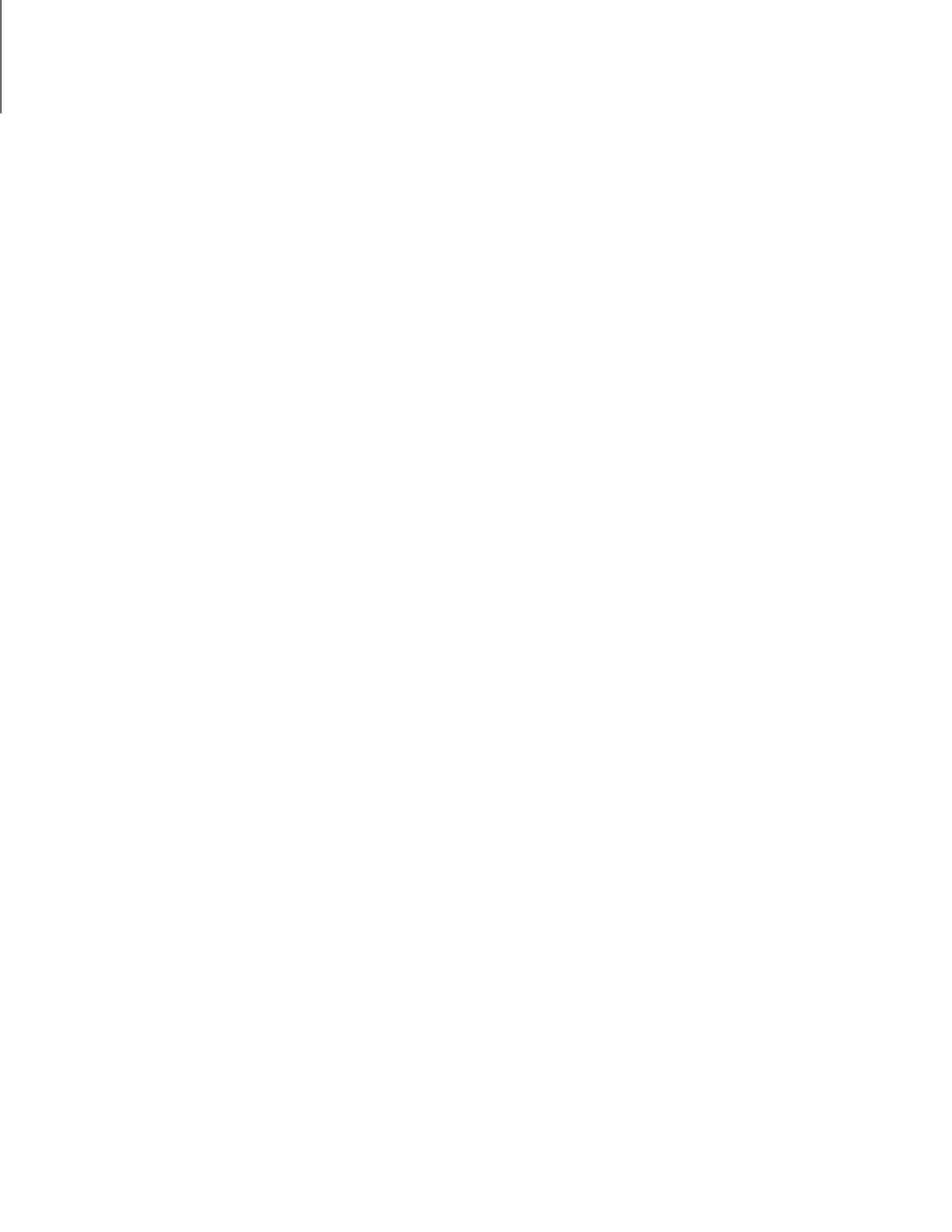
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