

EIGHT



TEEN

# TGVW

Marketing plan

# TGVW

In the world of cars, competition never ceases, which is why we have to be creating new and intriguing ideas for auto marketers to be constantly excited. This car is our future. This car is our now.

# Target Market

Generation X and up.

Pricing: Starting point \$80,000.

How do we target?

Digital and social media - Owned Media

Paid media.

Content Marketing and earned media.

# Sales

Current states with the most expensive cars sale in USA are:

- 1)California
- 2)Florida
- 3)New York
- 4)Texas

# Mission statement

Who are we selling to?

- High end consumers.
- Tech lovers

Contribution

“The future of cars”

P's

Pricing: High end

Positioning: Social Media

Distinction

Unique car, bringing unique ideas.

# Goals

- Leadership in technology and innovation.
- Delighted customers (Create value)
- Profitable growth

# Sketches



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LOGO



TGVW

# What do we stand for?

Design

“We choose simplicity as our anthem”

T : technology

G: google

VW: Volkswagen

How do we advertise?



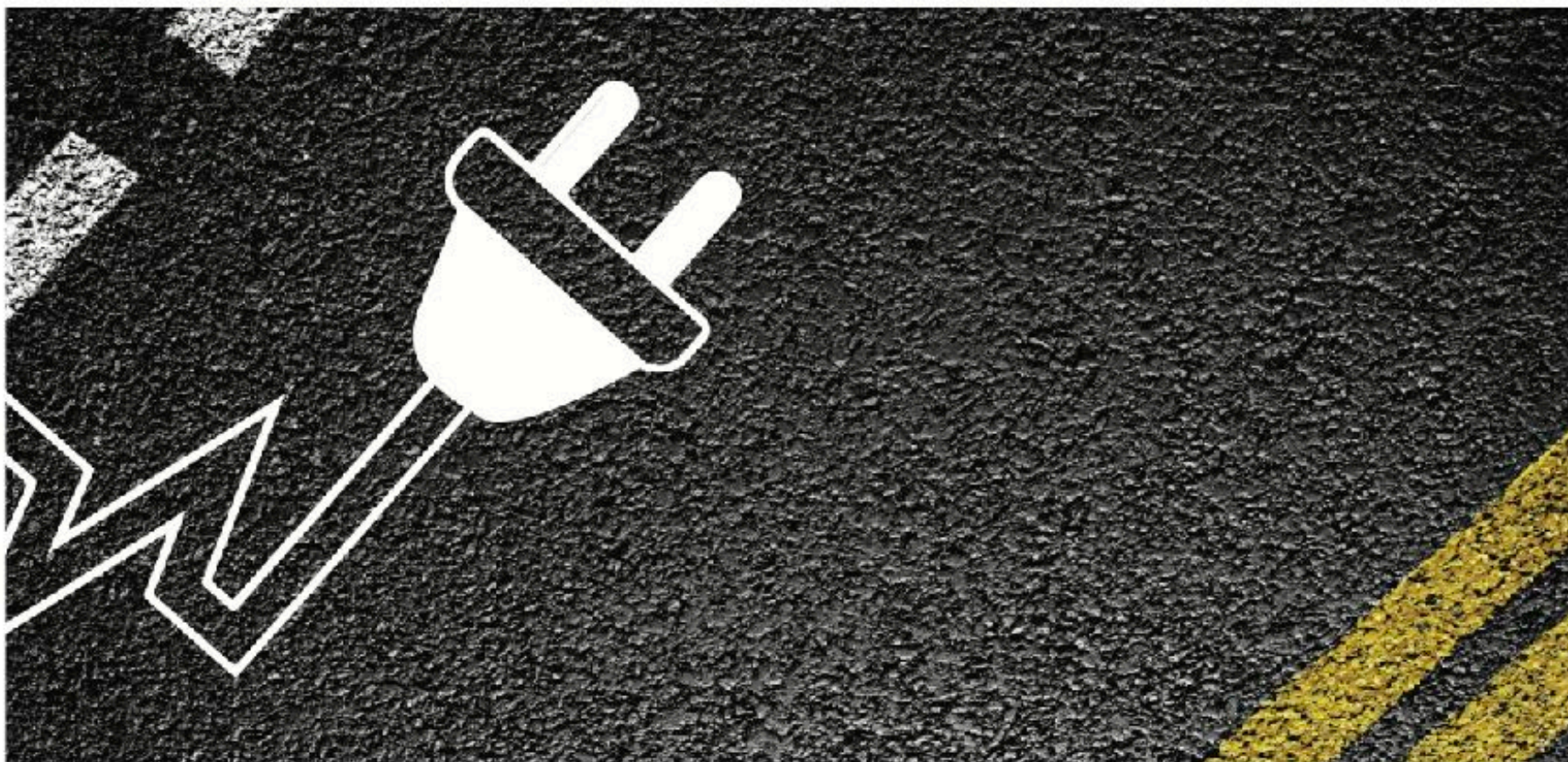
TGVW

THE **OPTION** TO DRIVE,  
THE LUXURY NOT TO.



[www.TGVW.com](http://www.TGVW.com)

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IT'S NOT ONLY CHOOSING A CAR,  
IT'S CHOOSING THE **FUTURE.**



TGVW



THE BIGGEST **INVENTION** IN CARS  
SINCE CARS.



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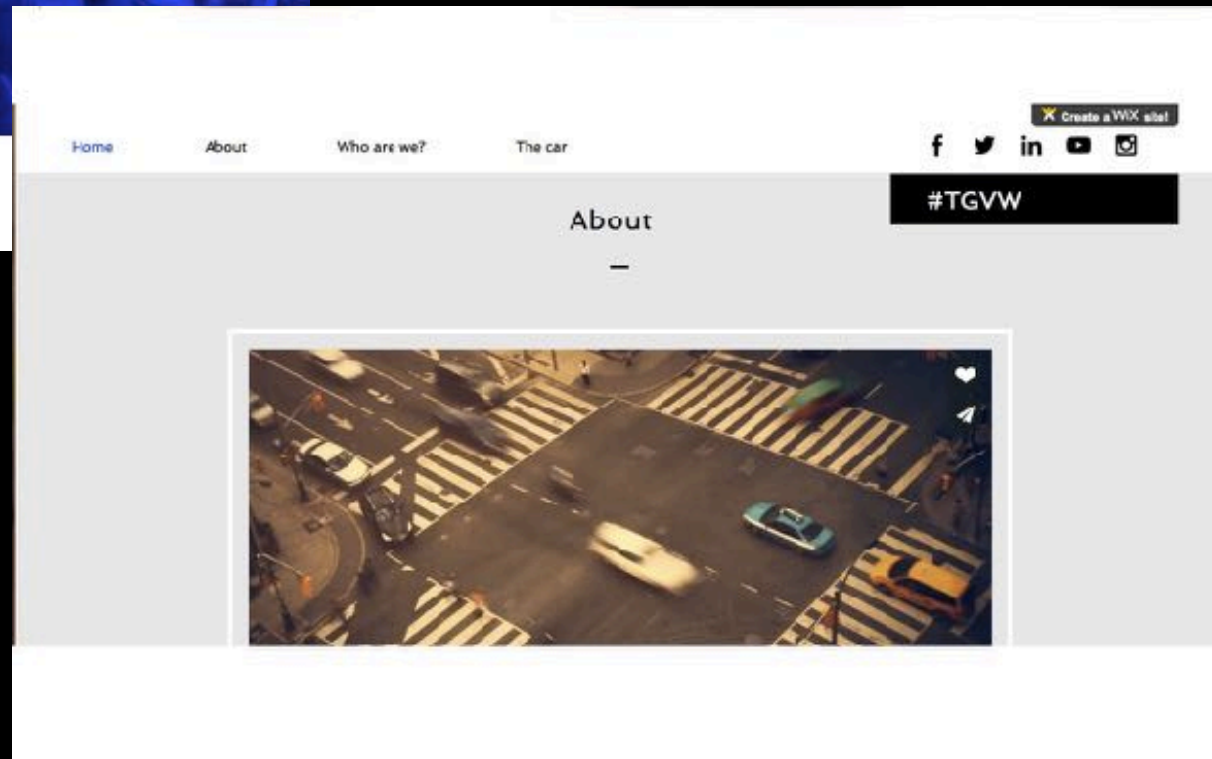
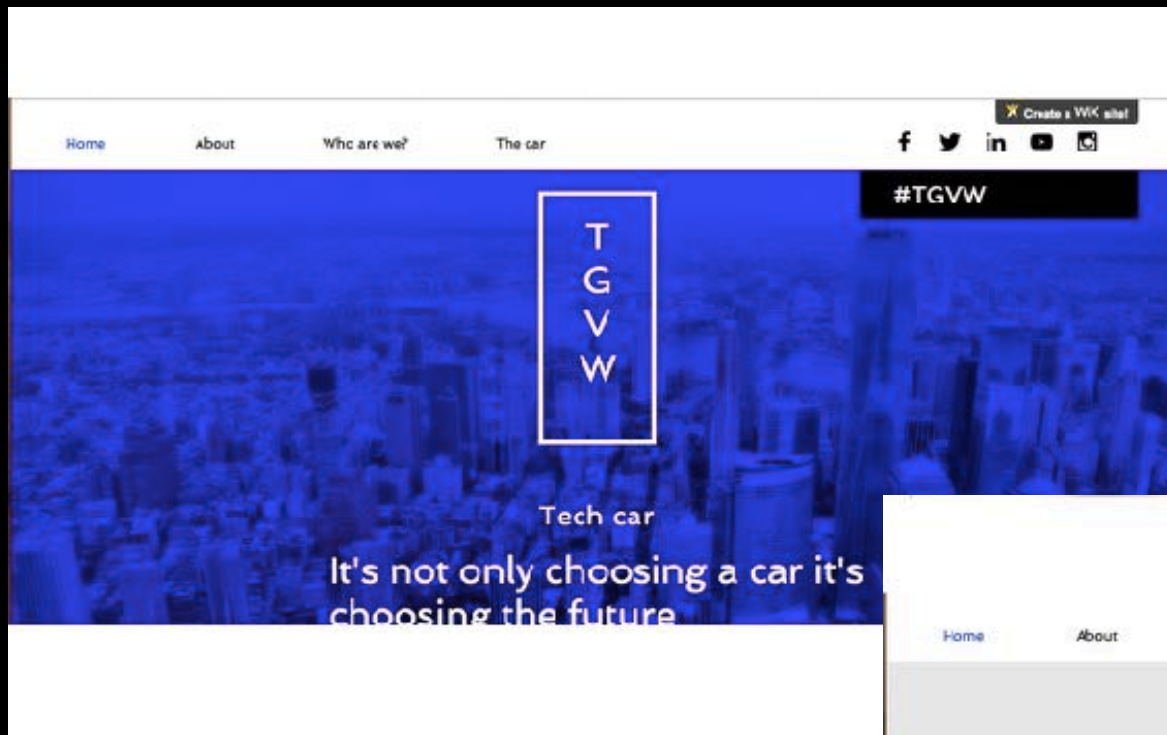


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Through this advertisement in public places we want to challenge a few ideas. To realize something that  
others consider an individual's own business, technology development, the use of media, the distribution of  
data, and the value of a person's or organization's knowledge. It is a study, for example, on how "change" or  
innovation affects time, and the changes advertising can achieve. We want to show how to use various tools  
to create and collect knowledge within a digital environment. In short, to design complex relationships in

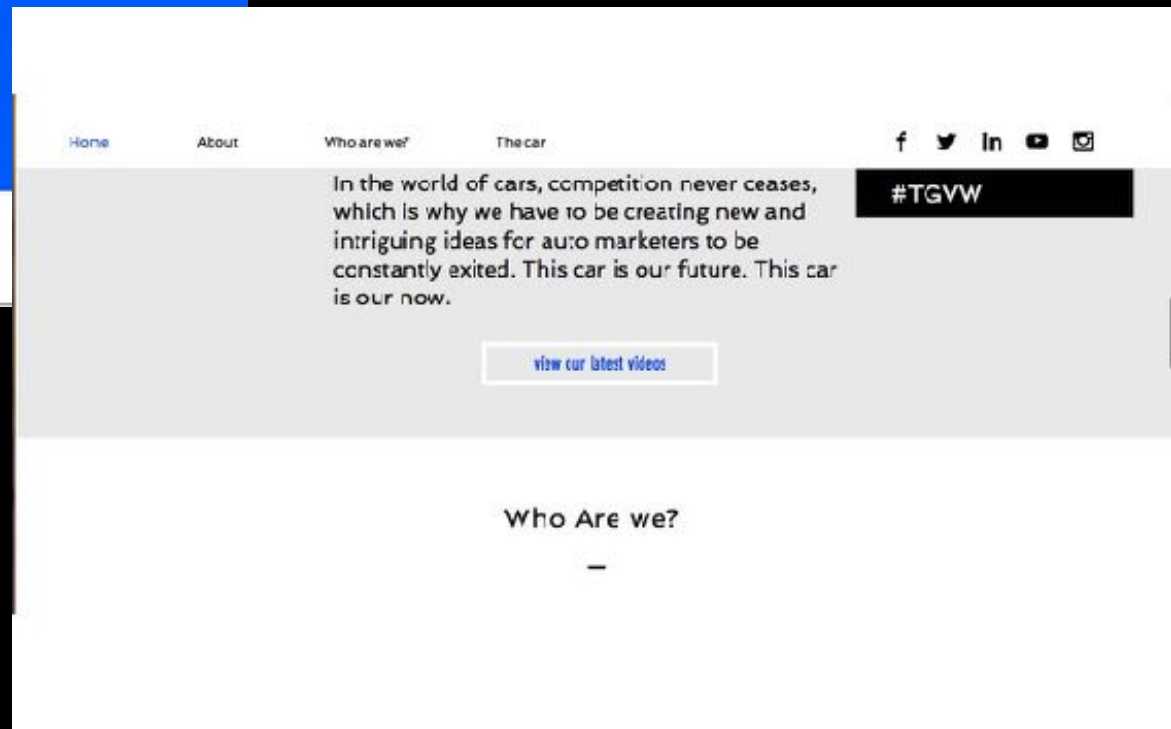
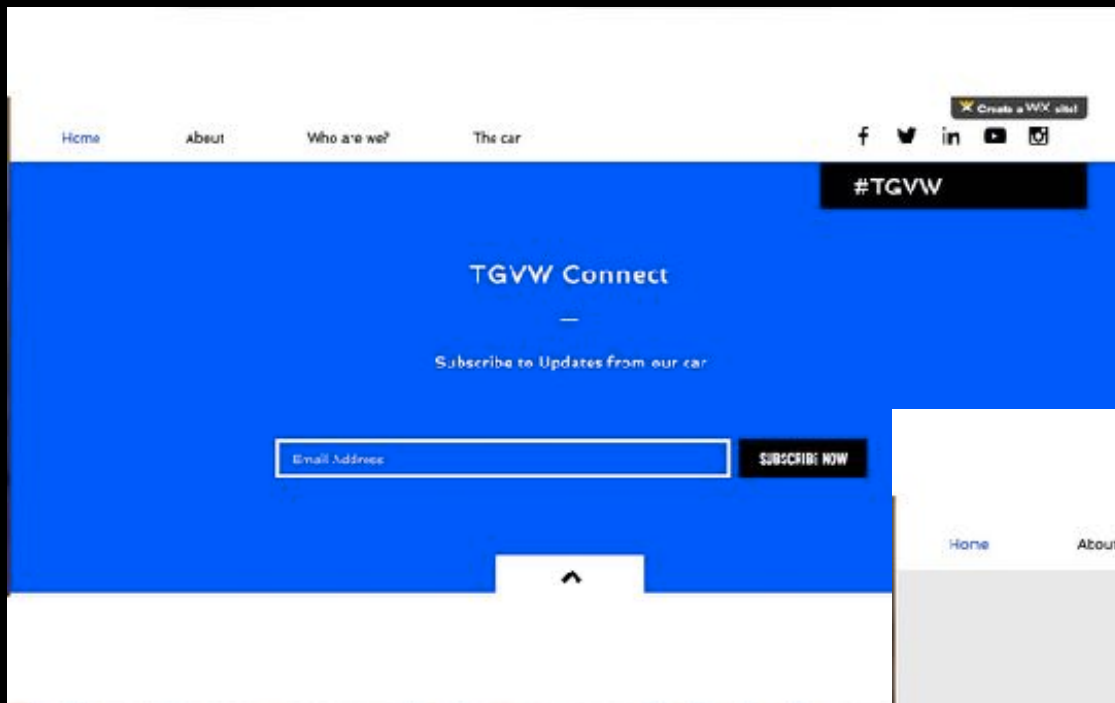


# Website





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Thank you!