

# TETRA CAR RENTALS

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GWD 338 A

Fall Quarter 2015

11/06/2015

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## Project Summary

Tetra Rental Cars is the newest business start up for venture capitalist James Allen. Mr. Allen is one of the many exotic car exporters on the west coast and his new car rental company will be utilizing these exports to expand his corporation. Since the company is just starting out he has hired me as a designer to create a website in order to display his cars and rental services.

Tetra's website will feature not only exotic cars that have been exported from around the world, it will display a lifestyle. The website will be designed for a specific target audience for the sole purpose of expanding an already successful export business. Utilizing these luxury vehicles as rentals for individuals that maintain a disposable income will initially provide a brand new resource of income for James Allen's export business.

Once the website has met its initial objective of creating this brand new source of income, our secondary objective would be for Tetra to stand on it's own, based on increased revenue provided by the website. Our long term objective would be for Tetra to reach new heights in growth by maintaining clientele through great customer service, reliability, convenience and only the highest end car inventory that is generally unattainable by any other rental company.

## Audience Profile

Tetra's target audience would be males between the ages of 25-42 with a disposable income. Our male market typically travels all throughout the year and is in need of convenient and luxurious mean of getting from point A to point B. A typical visitor to Tetra's site would be searching for information on rental cars in the area they would be flying to on business. They would then search for the high end vehicle that suits their lifestyle. Most of our visitors are very much concerned with image because they conduct their own businesses based on this ideal, that image is everything. Tetra's clients are primarily in the commercial real estate, music and movie industry. These individuals are online and searching the internet 24/7. They want everything at their fingertips and they want it immediately. Tetra's clients continue to rely on them because of the unique customer service with car drop of and pick up, the unique and exotic inventory that is consistently updated, and the most important would be the image we can help them to maintain on their travels.

## Perception / Tone

Our site will maintain a corporate feel for our customers. Our tone would be professional and sleek to give our user's confidence that we can provide them a service

that they need and want. Our established clientele wants to feel younger and energized so they typically want a fast sports car. Our younger clients want a bold statement, so they typically go for the exotic SUV. Our site will have a variety of exotic car options to meet the clients needs. The site will include car drop off and pick up options. Tetra will offer and Elite membership offer that gives exclusive car rental options to a customer based that has a higher income than the rest. This service will offer car options that are not typically available to any other rental car distributor.

Tetra will be designed visually with a very distinguished corporate tone. The color palette will have accents of deep blue, gray and very small amount of gold which typically give an air of expensive, luxurious and professional. The imagery will show not only fast expensive sports cars but it will also display the more distinguished upper crest vehicles that make a statement. We want our site to speak volumes about convenience, professionalism, exclusiveness and high end. We will achieve this through the design, imagery and customer service options conveniently located on the site. Our customers will be able to see what we offer but we will also explain in short easy to read paragraphs of copy on the site - Our value, standards, reliability and professionalism. This site will be a responsive one page, scroll that can be viewed equal over all platforms - T.V., desktop, tablet and mobile devices (Firefox, Safari, Chrome...) because our audience requires those conveniences.

## Communication Strategy / Competitive Positioning

We measure our success by the numbers, and the moment Tetra can create it own revenue without any financial deficits and continue funding its own site this will be the mark of success. Our company is confident that once we have a consistent client base with increased market shares with yearly growth, we will stand out from the crowd. Their will be a clear divide between us and them when it comes to the competition because we provide what the others can not offer. Our competition has such a broad target audience that the individuals who have the larger scale income and require more attention in terms of their high end needs get overlooked. Our clients are willing to pay more to stand out and that is what we want to give them. This in turn will create a buzz and our target will no longer need to go to the other guys.

## Targeted Message

Once our site is launched it will be described as professional, sleek and distinguished. Our site will convey what our user's are seeking, which is an elite image.

COMPETITIVE ANALYSIS

CRITERIA	GOTHAM	AVIS	NATIONAL	TETRA
LOGO DESIGN	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
LAYOUT DESIGN	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
SEARCH ABILITY	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
CAR RESERVATION	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
WEB ACCESSIBILITY	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
RESPONSIVE DESIGN	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
OVERALL DESIGN	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
USER EXPERIENCE	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	
KEY FEATURES	WWW.GOTHAMDREAMCARS.COM/	WWW.AVIS.COM/CAR-RENTAL.AC	WWW.NATIONALCAR.COM/	
RESPONSIVE DESIGN	YES	NO	YES	YES
RENTAL FORM	YES	YES	YES	YES
REVIEWS	YES	NO	NO	NO
CONTACT FORM	YES	NO	NO	YES
SOCIAL MEDIA	YES	YES	YES	YES
CAR MODEL FILTER	NO	YES	YES	YES
MEMBERS SECTION	NO	YES	YES	YES
FEATURED CARS	NO	NO	YES	YES

## PERSONAS



Name: Ryan

Age: 32

Occupation: Celebrity Public Relations Consultant.

Income: \$123,000.00 yr.

Education: Master's of Science and Communication.

Ryan is single and spends the majority of the year traveling to consult with his celebrity clients before their public appearances. Ryan is passionate about image and loves fast luxurious cars. He spends most of his free time online researching the next best car to test drive at each event he attends. Ryan is always up to date and consistently researches new trends in the celebrity world.



Name: Brendan

Age: 40

Occupation: Commercial Real Estate Broker

Income: \$187,420.00 yr.

Education: B.S. Business Finance

Brendan is single living in Seattle Washington. He frequently travels to L.A., Malibu and Palm Springs for business and pleasure. Brendan's passion is to travel and loves to drive flashy new cars to impress new clients and dating prospects.

Brendan's personal assistant Karen in Seattle makes all of his travel plans so he primarily uses the internet for social media to find out where the next trendy party is. He makes sure his assistant knows what type of car should be waiting for him at his next destination.



Name: Marco

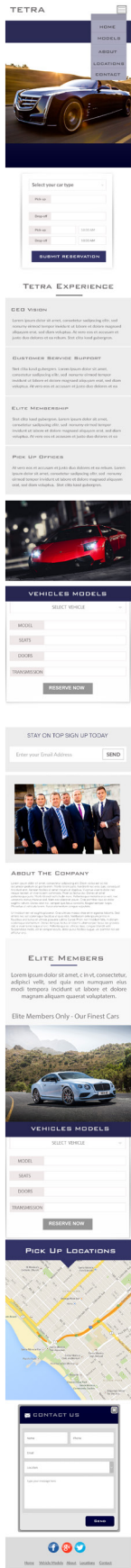
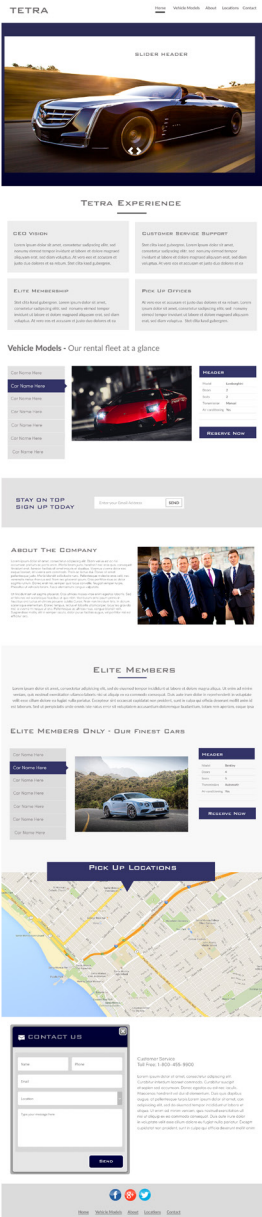
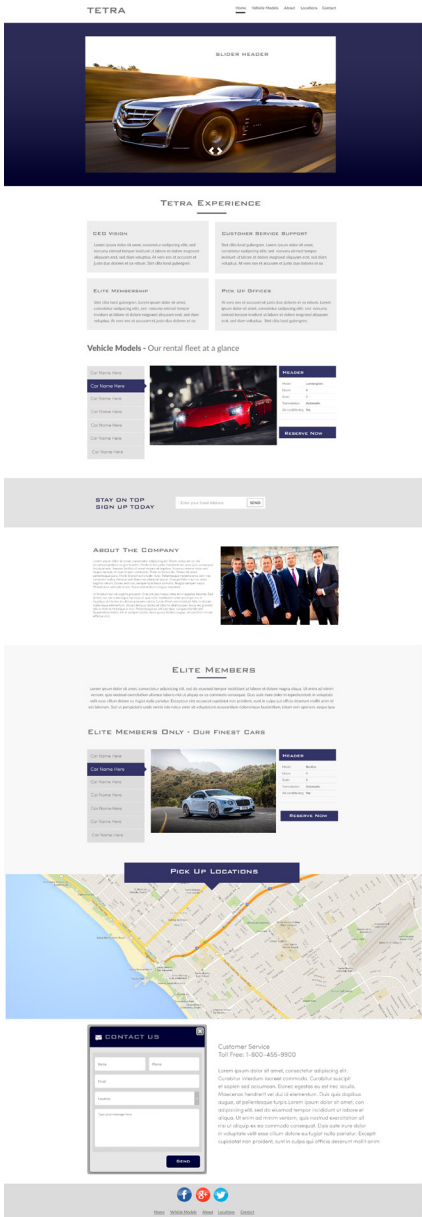
Age: 30

Occupation: CEO Corporate Management Firm

Income: \$369,220.000 yr.

Education: Master's of Science and Business Development.

Marco inherited his company from his father who decided to retire early to enjoy time with his wife in Spain. Marco lives out of a suitcase and travels all throughout the year. Free time is usually spent on phone calls catching up with clients and reading car reviews online. Marco has a secretary who makes his travel plans and ensures he has a nice big luxurious vehicles to drive to his business meetings in comfort and style. Most of Marco's business ventures are in L.A.





# MOCKUPS

