

SOUVENIR PLANS BOOK



WHAT'S YOUR DRIVE?
CHEVROLET CAMPUS PROMOTIONS
PORTLAND STATE UNIVERSITY
FALL 2012

INTRODUCTION

As one of nineteen schools selected nationally to participate in the Chevrolet Campus Promotions (CCP) program, marketing students from Portland State University had a rare opportunity to work in a real world project for a national brand. Students in Advertising Campaigns class created Agency 1825, a working marketing agency, responsible for researching, implementing, and evaluating an integrated marketing campaign. The products were the All-New Spark, Sonic, Cruze, and Camaro. In addition, the Chevrolet College Discount Program was an important focus of the campus-based integrated marketing campaign (IMC) for Chevrolet.

A large event was the primary focus of this assignment with considerable work and resources devoted to promoting it. The main goal of this promotional campaign was to improve the perception of the Chevrolet and increase consideration among college students.

Major phases of this class were:

- Research and planning
- Event promotion
- Event implementation
- Evaluation and reporting

Supporting objectives included creating a high number of advertising impressions, achieving a high level of student engagement , generating sales leads for Chevrolet, and delivering high value for Chevrolet's investment. As this plansbook will demonstrate, PSU's fall term Campaigns class performed exceptionally well on all accounts. Through this experience, the class members have come to understand and appreciate all the creative thinking, problem solving, hard work long hours, attention to detail, and internal communications required for success.

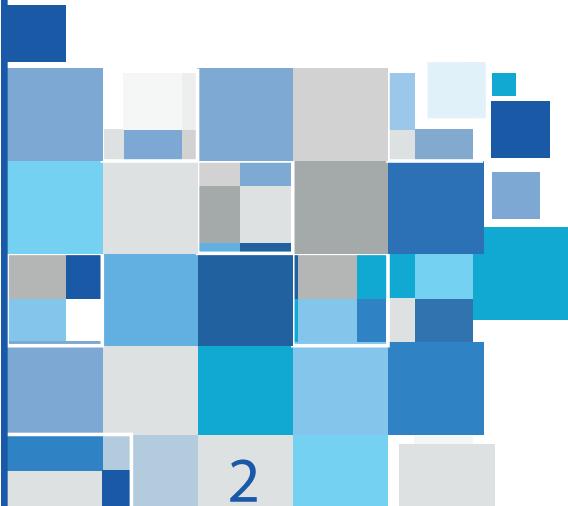
The class would like to thank Chevrolet and EdVenture Partners for providing Portland State University with this unique learning opportunity.





What's Your Drive Team.

EdVenture Partners is an organization dedicated to developing innovative industry-education partnership programs. The objective of such programs is to provide "hands-on" real world experience to students in tandem with providing marketing solutions and recruiting access at colleges and universities to clients.



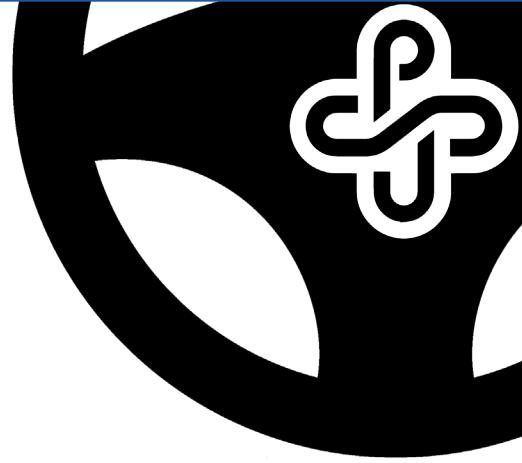
OTHER CCP SCHOOLS

Other universities participating in the Chevrolet Campus Promotion along with PSU include University of Iowa, University of Illinois, Texas A&M, University of Houston, Georgia State University, San Jose State University, and University of Arizona.





The first meeting of the class was held at Carr Chevrolet in Beaverton Oregon where JW "Chip" Zimmer (right, District Sales Manager for Chevrolet) explained the many new features of the vehicles the student would be promoting.



As one of the numerous pre-event promotional tactics, a teaser event was conducted for two days prior to the main event.

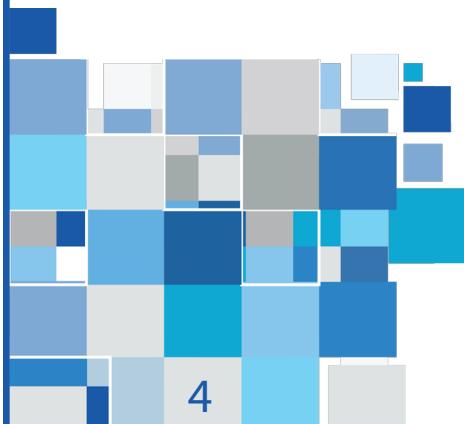
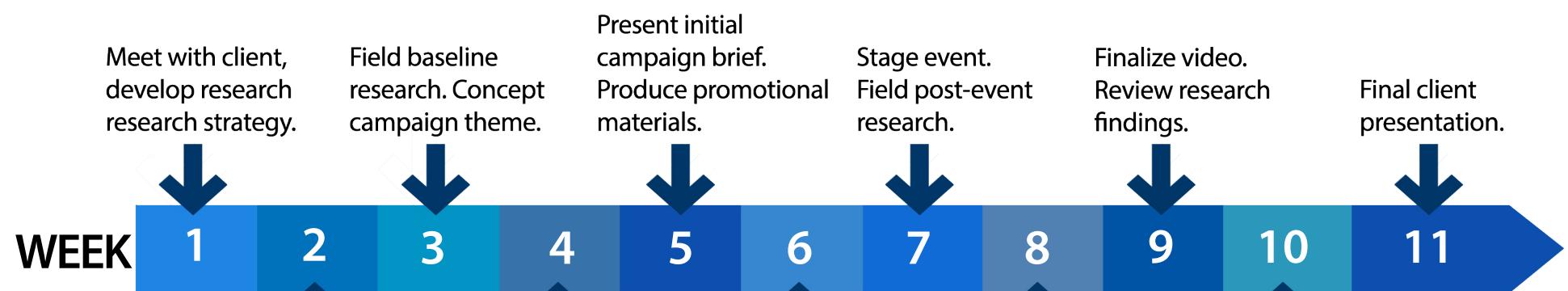


Students prepared for the big event by filling gift bags, string banners, blowing up balloons, confirming staffing assignments, and double checking the "to do" list.



More than 350 students completed an extensive engagement activity. An estimated 5,000 passed through the event area and were exposed to the vehicles as well as the energy attached to Chevrolet.

TIMELINE



CREATIVE & MEDIA STRATEGY

For the media team, the challenge was to creatively concept and execute a comprehensive media plan within a short amount of time, with a limited budget, in an urban campus environment that provided little in the way of media vehicles.

The primary objective of the media plan was to create awareness and anticipation for the big event as well as generate foot traffic on that day. Since awareness of the promotion itself was one of the performance metrics, it was important that Chevrolet and the promotion be memorable even for those who did not attend the event. The media plan was accomplished in three parts; paid and guerilla media, owned media, and earned media. The advertising team leveraged these to create an engaging and well-rounded media plan.

CAMPAIGN THEME

After two high-energy brainstorming sessions lead by the media team, the class agreed that "What's Your Drive?" should serve as both the advertising tagline and the name of the event.

The power of this line is its double meaning...speaking to what motivates students while also providing a platform to talk about cars.

PAID AND GUERRILLA MEDIA

HANDBILLS AND FLYERS

The advertising team created handbills that were distributed in classrooms and at the two-day teaser event. On the back of the handbills was a "bounce-back" vehicle created to get people to come to the event. The first person to bring the handbill back to the event at specified times would receive a pair of Skull Candy headphones. Over 500 handbills were passed out in the days leading up to the event.

In addition, mini-posters were created and hung on bulletin boards in campus buildings, plus numerous retail and eating establishments around campus.



"What's Your Drive?" handbill front.



One of many posters that showed up on bulletin boards around campus.



"What's Your Drive?" handbill back- The possibility of winning some Skullcandy headphones was an incentive for students to visit the event.



A PSU student with his new headphones from the handbill "bounce-back."



CLASS VISITS

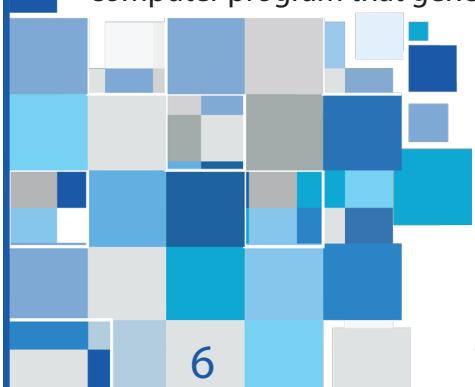
Wearing the official "What's Your Drive?" T-shirt in days prior to the event, everyone in the class became a walking billboard, creating attention everywhere they went. Each team member was responsible for making announcements in their classes about the upcoming event. While wearing the official event T-shirt they passed out handbills and answered questions about the event.



Like everyone else, Josh Ball announced the event and distributed handbills in a classroom.

TEASER EVENT

As a way to build excitement for the big event, a teaser event was conducted for two consecutive days prior to the main event. The objective of the teaser was to continue to build awareness of the event and create a baseline brand cloud for Chevrolet. This creative new visual technique would display students' unaided perceptions of the Chevrolet brand. Students who stopped by the table were asked "what is the first word that comes to your mind when you think of Chevrolet?". The responses were recorded and compiled into a computer program that generated a pre-event brand cloud.



Students checking out the teaser event.

LOST KEY

The "lost key" guerilla tactic was an undercover mission involving 100 cut keys that were attached to a keychain with message. The keys were placed around campus and made to look as if someone had accidentally left their key behind. When students picked up the key they would notice the keychain with the text "If found please call" with a phone number of the events Google Voice answering service. The message was exciting and appreciative to the student for finding the "lost key. The finder of the key was directed to follow the "What's Your Drive?" event Facebook page and return the key to the event at one of the five specified times and possibly win a gift card.

A whopping 47% of the people who found the keys actually called the Google Voice answering service and listened to the message about the event.



The Lost Key waiting for someone to find it.



A student finding a key and calling the number.

INFO-LOONS

To gain exposure on the day of the event, dozens of large balloons were deployed around campus. Event details drawn on the balloons were seen by hundreds of students passing through high traffic areas.

The class would like to thank Carr Chevrolet for the donation of 200 dealer-size balloons.



One of the many Info-Loons to be found around campus.

OWNED MEDIA

SOCIAL MEDIA

For the "What's Your Drive?" event, the advertising team thought that Facebook would be the best tool to serve as a central hub of information. Rather than create a new website for the event, Facebook was simple and could easily be used to tap into the existing network of friends at Portland State.

A screenshot of a Facebook page for "What's Your Drive?". The page has 132 likes. It features a main photo of a tented event area, a smaller photo of a group of people, and a video thumbnail. The cover photo shows a white tent set up in front of a building with "PSU URBAN CENTER" visible. The page includes a bio about the event, links to photos, a map, and social sharing options for Likes, Twitter, and Facebook.

Screen shot of "What's Your Drive?" Facebook page.

The Facebook page was constantly updated with new photos before and after the event. It also served as an information and meeting place for students before the event. Facebook also has built-in functionality with the other social media platforms that the media team used. The media team created a Twitter handle for up-to-the-minute updates. Facebook and Twitter also connect to Instagram, which was used extensively during the event.

Camaro photos taken during the event were posted to the Facebook page to extend student engagement beyond the event day.

EARNED MEDIA

SBA TV

The PSU School of Business is literally across the street from the event venue and provided a superb media vehicle in the form of a 60"TV. This monitor, in the first floor lobby, ran a message once a minute, nonstop for days leading up to the event.



The "What's Your Drive?" ad on the SBA TV.

PSU.TV

Part of the media plan included using existing resources on campus to generate more impressions. Portland State has a television program for aspiring journalists and video producers. They choose topics of interest on campus to document and then show them on their website. PSU.TV chose to document the "What's Your Drive?" event. The final video was released several days prior and was seen by many students, continuing to build awareness and consideration of the event.



Screen shot of the PSU.TV video.

VANGUARD LISTING

The Vanguard is a bi-weekly newspaper published by Portland State University students. In each issue there is a list of upcoming events. The circulation for each issue is 5,000. The "What's Your Drive?" event was listed in the Vanguard for two issues prior to the event.



The Vanguard listing of the "What's Your Drive?"



PSU.TV screen shot - Agency 1825 prepping for "What's Your Drive?"

THE BIG EVENT

The "What's Your Drive?" event was held on November 7, 2012 from 9:30am-2:30pm in the Urban Plaza Center. This location was ideal for the event because of the consistent foot traffic throughout the day; the Urban Plaza is in close proximity to the student rec center, PSU bookstore, light-rail stop, street car stop, and many other places where students travel and congregate.



As seen above, the layout of the event extends throughout the entire Urban Plaza. Two 40' X 20' tents covered all four of the vehicles. In between the two tents, there was a 20' X 20' tent where the Wii game and Instagram areas were placed. Two additional 10' X 10' tents served as food center and DJ studio . A total of 2,300 sq. feet was under cover.

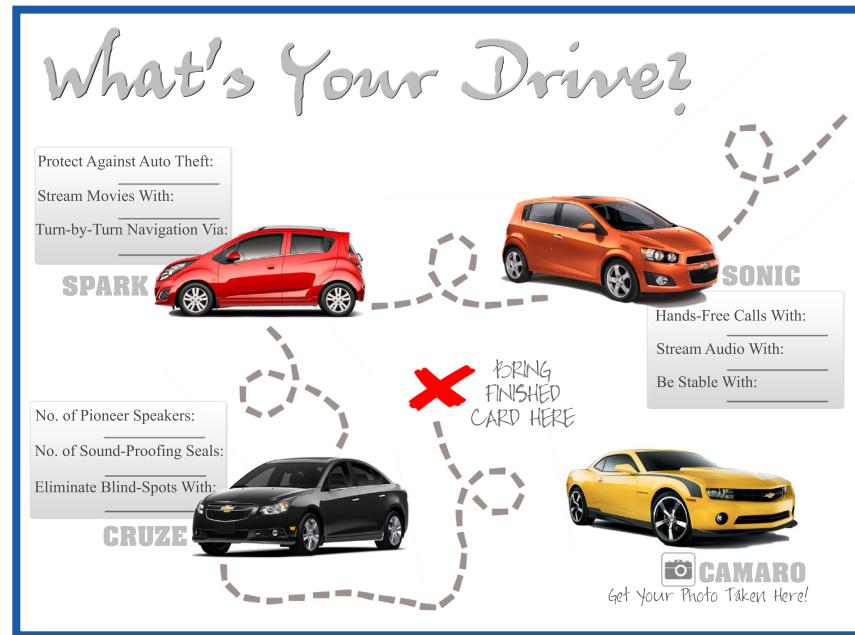
MAJOR EVENT ACTIVITIES INCLUDED:

The "Roadmap" Product Familiarization Activity (PFA): The PFA was a linchpin activity for measuring the effectiveness of the event. The PFA included:

- ❑ Four baseline attitudinal questions
- ❑ Engagement activity ("Roadmap")
- ❑ Picture with the Camaro
- ❑ Post event survey
- ❑ Exit poll questions
- ❑ Brand cloud question

First, participants had to answer four baseline attitudinal questions about Chevrolet before being handed a "Roadmap". The "Roadmap" included a map of the cars, as well as questions about each car. After each participant received a "Roadmap" they would then go to each car and find the answers to all of the questions. Once the participant answered all the questions about each car, and had their picture taken with the Camaro, they answered a quick exit poll survey on the back of the "Roadmap." They then received a gift bag and a meal ticket.

As the gift bag and meal ticket were presented, each participant was asked a word association question which became the basis for the second brand cloud.



The "Road Map".

#Hashtag Your Favorite Feature: To engage with the target and learn more about what they liked about the cars, attendees were asked to take a picture of their favorite feature and upload to Instagram and use the hashtag, #whatsyourdrive. Once photos were uploaded, if their account was public, their photos streamed live at the event on a large plasma screen, using the website gramfeed.com.

40 photos taken:

- 8 from @whatsyourdrive, 32 from other accounts
- Only 29 are available to see, because some users accounts are private, or have been deleted.
- 11 photos related to the Camaro, 3 specifically on the bumblebee image
- 3 photos of the Sonic, all focusing on the front and back lights
- 3 photos of the Spark
- 9 event related photos (crowds, videogames, giveaway)
- 3 photos of interior, focusing on the speedometer

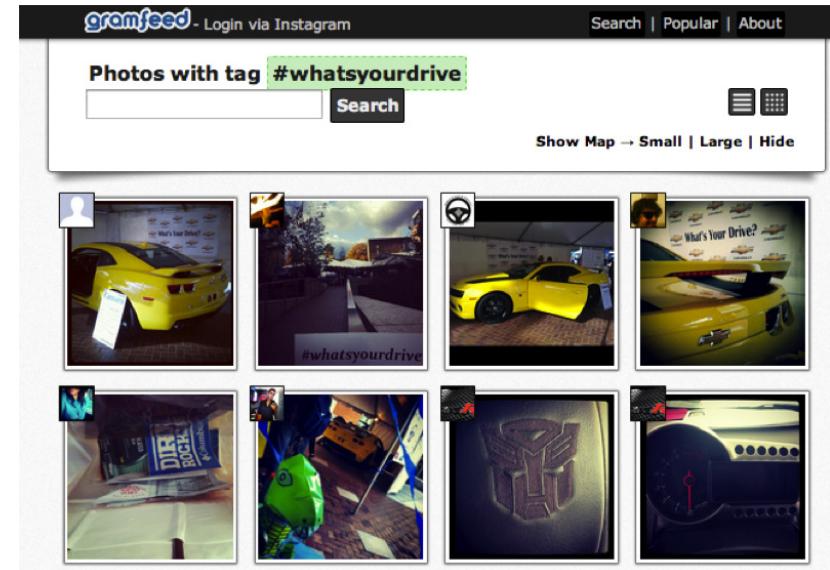


Participants received a mini composition book for engaging in this activity.



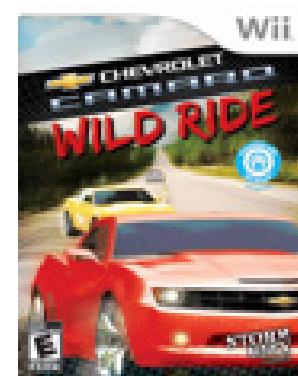
Attendees posted their favorite car feature to a live streaming instagram feed.

10



gramfeed.com was used to showcase participant's instagramphotos.

Chevy Wii Test Drive Record: The event also featured the setting of a CCP record for the most people taking a test drive the Camaro Wii "Wild Ride" video game over a 5-hour period. A total of 85 test drives were completed.



Chevy Wii Game.



Eighty five (85)video Wii Camaro Wild Ride test drives were completed. PSU challenges future CCP schools to beat that record.

Camaro Photo Shoot: This activity was integrated into the PFA "Roadmap." Before participants received a gift bag or meal ticket, they had to get a photo of themselves in the Camaro. The photos were then posted to the event Facebook page.



"Look at me in this hot Camaro!"

Live DJ: During the entire 5-hour event, a DJ was played background music to keep the event upbeat and energized. This attracted more people to the event and also kept people at the event longer.



Special thanks to DJ Cloud n9ne for playing during the event. He may look cold but his music was hot.

Gift Bags: Each gift bag had different content and was valued up to \$20

Content may have included:

- ✓ Chevrolet Sunglasses
- ✓ Chevrolet Key chains
- ✓ Chevrolet Hats
- ✓ Starbucks Gift Cards
- ✓ iTunes Gift cards
- ✓ Subway Gift Cards
- ✓ Fred Meyer Gift Cards
- ✓ Regal Cinema Gift Cards
- ✓ Amazon Gift Cards
- ✓ Red Robin Gift Cards
- ✓ Veggie Grill free entrée coupons
- ✓ Columbia Sportswear stickers
- ✓ Columbia employee store passes
- ✓ Planners
- ✓ Water bottles
- ✓ Flashlights
- ✓ Chapstick
- ✓ Candy
- ✓ Giant Erasers
- ✓ Kleenex
- ✓ Hand Sanitizer
- ✓ Pens



All of the gift bags, ready to be given to people who completed the PFA "Roadmap" activity.

Food Items:



Waffle Window brought approximately 300 waffles.



Domino's Pizza delivered approximately 50 pizzas.



Starbuck's Coffee donated approximately six gallons of coffee.

EVENT PHOTO GALLERY



Students eagerly searched for the answers to the "Roadmap" questions.



Tents covered the entire Urban Plaza Center.



The show cars made their way up the very narrow ramp onto the Urban Plaza. The wide-stance Camaro made it with two inches of side clearance. Close!



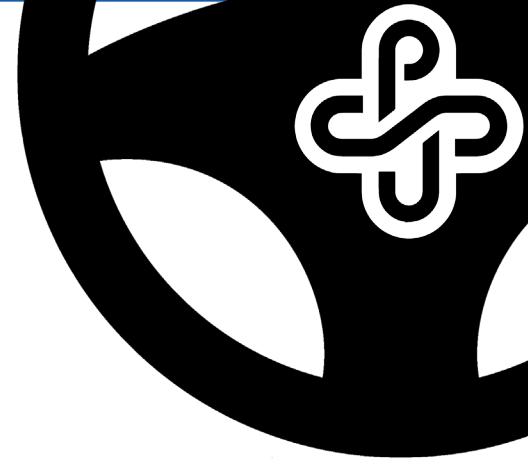
Students taking their picture with the Camaro.



Students returned their completed "Roadmap" in order to receive their meal ticket and gift bag.



Students were asked pre-event survey questions before receiving a "Roadmap".





The crystal red tint coat Sonic.



The jalapeno green Spark.



The silver ice metallic Cruze.



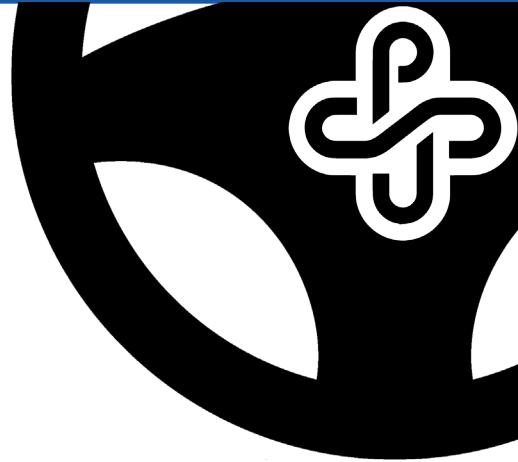
The rally yellow with bumble bee stripes Camaro.

EVENT BANNERS

Numerous banners provided information and energy to the event:



The Camaro photoshoot backdrop.



What's Your Drive?

PSU URBAN CENTER



Wednesday, November 7, 2012
9:30am - 2:30pm



- FREE Food & Drinks
- \$100's In Giveaways
- Live Music With D.J.
- Multiplayer Wii Games
- Instagram Event

CHEVROLET

Main event banner.

Ask About The 
**College Discount
Program**

College discount banner.

Instagram

Your Favorite Feature

1. Snap a pic of your favorite feature
2. Upload it to Instagram
3. #WhatsYourDrive

#WhatsYourDrive


Favorite feature Instagram banner.

Come help us break a

World record

The most people playing a Wii game in 5 hours

Sit down and drive!!!

Wii
TM

Wii test drive banner.



CAMPAIGN AND EVENT RESULTS

CAMPAGIN OBJECTIVES

- Increase positive perception and consideration for Chevrolet vehicles.
- Create a high number of advertising impressions
- Create a high amount of student engagement
- Generate leads for Chevrolet
- Deliver a high value for Chevrolet's investment

BRAND PERCEPTION

Campaign planners conducted pre-event surveys throughout Portland State University classrooms gathering 596 responses to determine baseline perceptions and useful insights for the campaign. Results showed a low perception of Chevrolet, with it being the lowest of the other four comparison brands. The same perception question was asked after students experienced the brand through the PFA "Roadmap" activity and the event in general.

Top Five Reasons

Impressions Were Improved:

1. 58% Better than expected efficiency
2. 44% New models looked and felt cool
3. 38% Nice interior styling/design
4. 34% lots of technology/media features
5. 34% Overall higher quality than expected

Baseline Perception of Chevrolet:

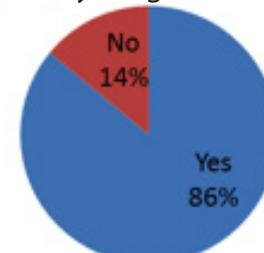


Post-Campaign, Post-Event Perceptions of Chevrolet Among Event Goers:



The at-event survey showed significant improvement in perceptions of Chevrolet, while also providing more specific data on how that perception was changed.

Did you learn anything new about Chevrolet?



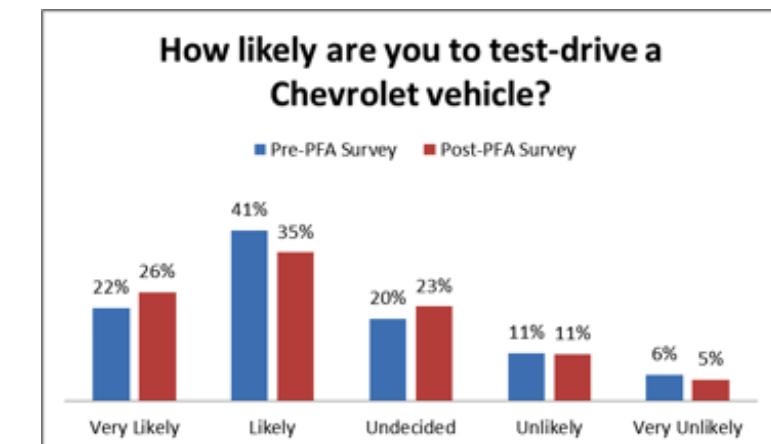
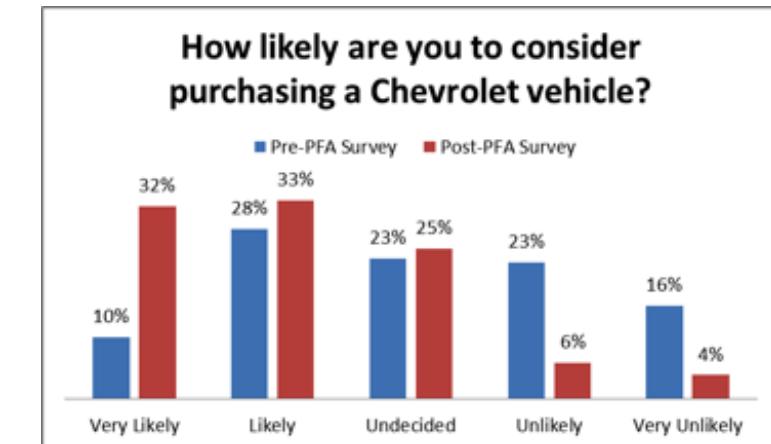
A word association question was asked of more than 300 students at the two-day teaser event. Unaided, each student was asked what word came to mind when they heard the name Chevrolet. Below is the pre-event brand cloud created from those responses. The larger and bolder words represent the most often given response.

More than 300 event participants who had just completed the “Roadmap” engagement activity were asked the same word association question. Below is the much improved brand cloud that resulted from those responses. Wordle was the program used.



BRAND CONSIDERATION

The PFA (Product Familiarization Activity) started with four attitudinal questions asked by a greeter. A similar battery of four attitudinal questions was asked immediately after completion of the PFA. Below are the results.



IMPRESSIONS CREATED BY PRE-EVENT MEDIA

The Media Strategy section explained the media mix and execution. Here are the estimated impressions delivered by each medium in the three categories

Paid & Guerilla Media Impressions:

- ❑ Teaser Event: 500
- ❑ Classroom visits: 600
- ❑ Lost key: 120
- ❑ Info-Loons: 600
- ❑ Total Paid & Guerilla Media Impressions: 1,820

Owned Media:

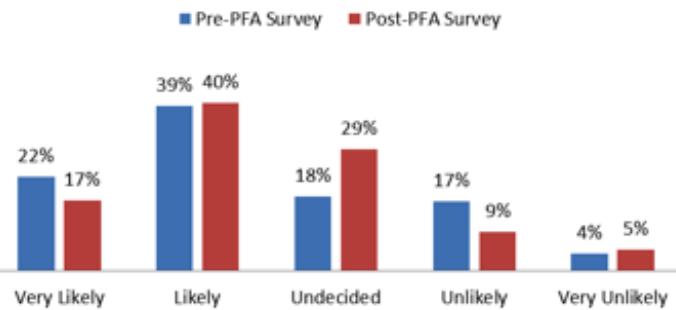
- ❑ Owned Social Media Impressions:
(Campaign Facebook page): 1,852 (11/2-11/6)
2,128 (11/7-11/20)
- ❑ Total Owned Social Media Impressions: 3,980

Earned Media Impressions:

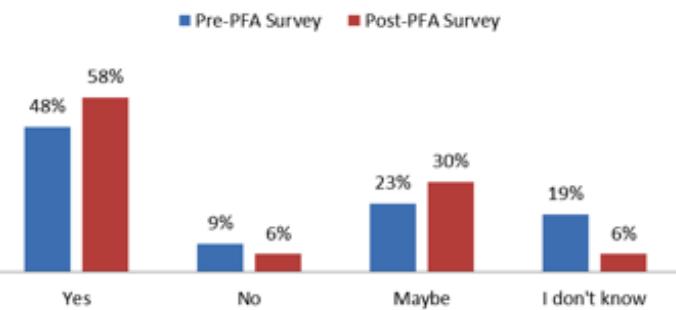
- ❑ PSU Facebook page posting: 15,097
- ❑ AMA list server: 500
- ❑ AMA Facebook page posting: 146
- ❑ PSU.TV: 200
- ❑ SBA TV: 1,000
- ❑ Online Campus Calendar: Estimate 100 clicks
- ❑ Vangard listing: 5,000
- ❑ Total Earned Media Impressions: 22,043

Grand Total Impressions Estimate from Media Campaign: 27,843

How likely are you to conduct research on Chevrolet?



Would you recommend a Chevrolet vehicle to a friend?



STUDENT ENGAGEMENT

- PFA's Completed: 354
- Instagram postings: 40
- Tweets using #whatsyourdrive: 57
- Wii test drive record: 85
- Post event Fb visits: 2,128

Total Student Engagement During and After Event: 2,607

LEADS GENERATED

Six qualified leads were shipped to Chevrolet.

HIGH VALUE DELIVERED FOR CHEVROLET'S \$3,000 INVESTMENT:

Market Value of event (net of promotional expenses) \$12,177
Market Value of promotional expenses (paid, guerilla, owned, social and earned media net of impression valuation) \$2,134
Value of Media Impressions \$2,088 (27,843 impressions x \$.075)*

Total Value Delivered to Chevrolet \$16,399

*Based a blended average of local print, online, and cable TV rates)

MISCELLANEOUS EVENT FACTS

This is the miscellaneous event facts that took place during the "What's Your Drive" event at Portland State University such as event layout and items used. This event consisted of many giveaways including but not limited to Skulcandy headphones, coffee cups, note pads and food.

- Gourmet Liege style waffles: 250 given away

- Slices of pizza: 400 given away
- Strapping tape: 1,000ft used
- Extension cords: 400 ft used
- Foot traffic: Conservative estimate of 5,000 people
- A CCP record of 85 Wii Camaro Wild Ride test drives



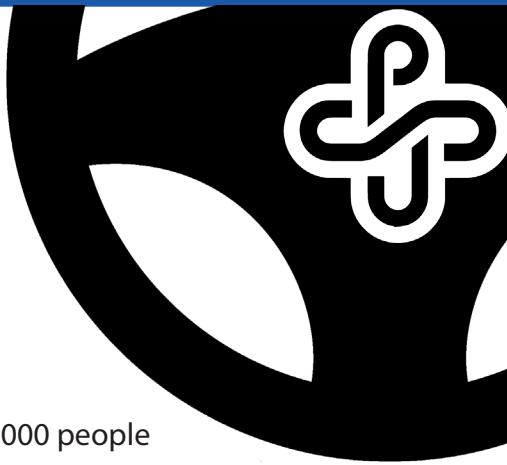
Camaro photo shoot.



Camaro transformer logo.



Entrance to event.



BUDGET & ACKNOWLEDGEMENTS

Breakdown of Expense by Department:

Department	Cash Price
Research	\$0.00
PR/Advertising	\$873.06
Campaign Event	\$2,046.15
Reports	\$80.79

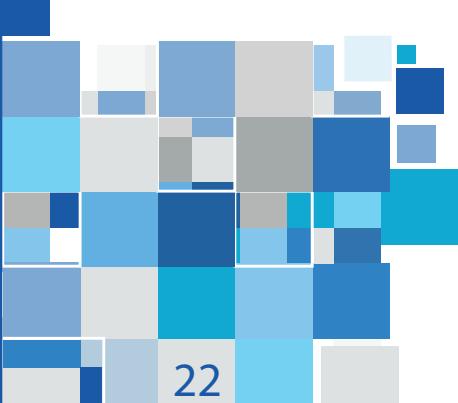
Breakdown of Value-added by Department:

Department	Market Value
Research	\$692.30
PR/Advertising	\$2,134.53
Campaign Event	\$9,903.78
Reports	\$1,580.79

Total Market Value: \$16,399

*including the estimated value of media impressions

Agency 1825 delivered a high return on investment for Chevrolet. The initial investment of \$3,000 had a quantifiable return of an additional \$13,399. The investment return outweighed the cost by 446%.



While Agency 1825 delivered a very high immediate value to Chevrolet, the long-term impact of the "What's Your Drive?" campaign will also be positive for the brand. Hundreds of motivated college students got a chance to get up close and personal with a brand they really did not know. With the improved brand perception and consideration, the probability of future Chevrolet customers being traceable to this campaign is extremely high.

MAJOR CONTRIBUTORS

Waffle Window

Veggie Grill

V1Creative

Starbucks

Second Edition Resale

Dj Cloud n9ne

The Feely Family

CARR Chevy World

PSU School of Business



Donated items and services helped make "What's Your Drive?" a huge success.

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