



SUBARU LEGACY

Mission Possible Agency



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THE ASK



DISCOVER



BIG IDEA



DEVELOP



CONCLUSION



THE ASK

The Ask

1. Brand awareness of Subaru Legacy
2. Drive user engagement
3. Generate leads and conversions through a scheduled test drive at a dealership





DISCOVER

Discover

- The greatest wealth transfer in history has started
- 1 Trillion dollars

Source from-Maclean's

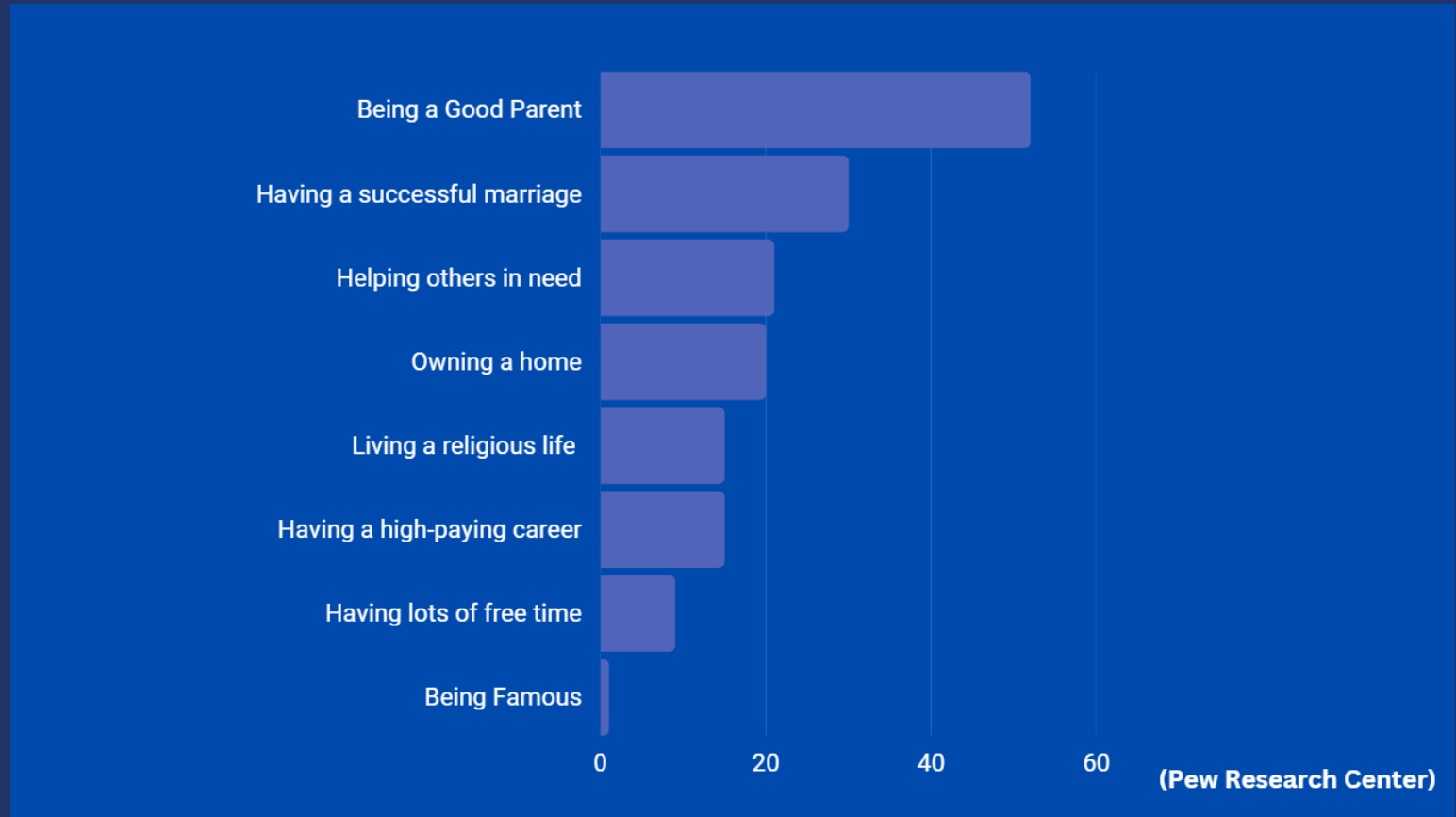


Millennials' Priorities

The Millennial generation's greatest aspiration to become good parents is a touching return to core values.

<https://www.pewresearch.org/social-trends/2010/02/24/millennials-confident-connected-open-to-change/>

Number of % saying... is one of the most important things in their lives.

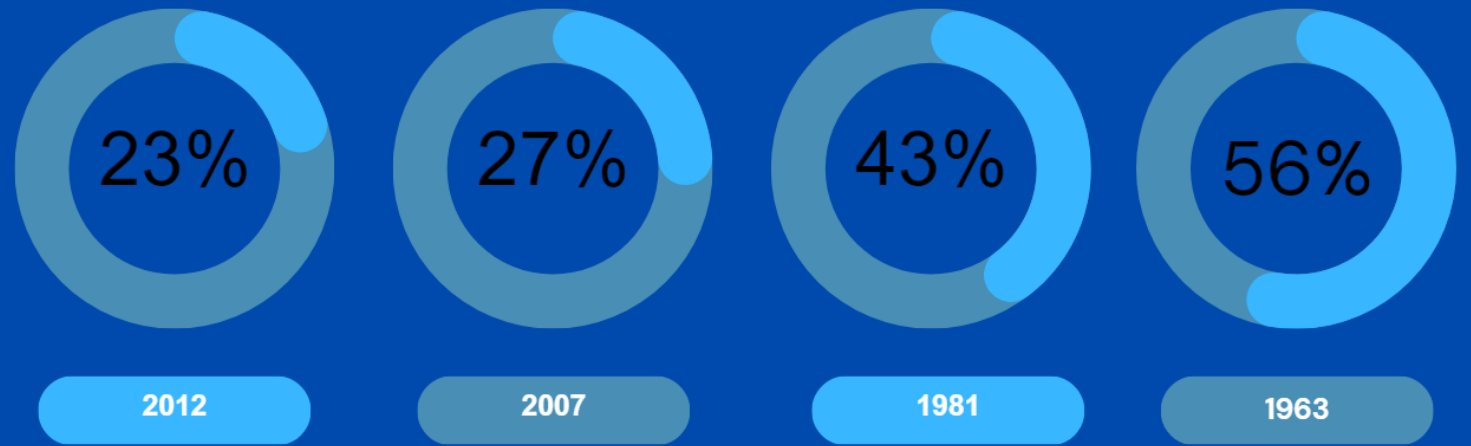


Marriage can wait

The desire to have as many experiences as possible before settling down may push individuals to get married late.

<https://www.goldmansachs.com/intelligence/archive/millennials/>

The % of young people married and living on their own has dropped by more than 50% since the 1960s.



% of 18-31 year old's married and living in their own household

(Pew Research center, 2023)

Starved for purpose and meaning

Younger millennials are looking for purpose and meaning in life.

Source from-Canadian youth - a social values perspective on identity, life aspirations and engagement of millennials and gen z



Consumer Insights

There are things in life worth pursuing, even if we don't wholly succeed in attaining them; in the world, some mountains are worth climbing on, even if you don't reach the summit.





BIG IDEA #1

“Be Your Most”

Driving the Subaru Legacy isn't just about getting from point A to B; it's about embracing a journey of self-discovery, a companion by your side through every twist and turn. It is the sword that helps you conquer your dragons.



SUBARU LEGACY

"THE PERFECT SHOT"

Music: Lou Reed - Perfect Day



YouTube Video Ad



1) Open on a driver as he plans his trip on a map, marking the perfect spot.

MUSIC: "Perfect Day" instrumental piano introduction.



2) Aerial view of the Subaru Legacy driving on a extremely winding road.

SINGER: Oh, it's such a perfect day



3) Cut to driver with a determined look in his eyes.
SINGER: I'm glad I spent it with you.



4) A professional SLR camera rests beside the driver on the passenger seat
SINGER: Oh, such a perfect day



5) Cut to a POV of their driver's destination. The peak of the mountain.

SINGER: You just keep me hanging on



6) Cut to the driver's face. He looks confident despite the treacherous mountain road.

SINGER: You just keep me hanging on



7) The driver finally arrives. He excitedly gets out of the car. Instrumental piano fades out.



8) He takes the perfect shot. He smiles triumphantly.
AVO: Be your most. Subaru Legacy
SUPER&LOGO: Be your most





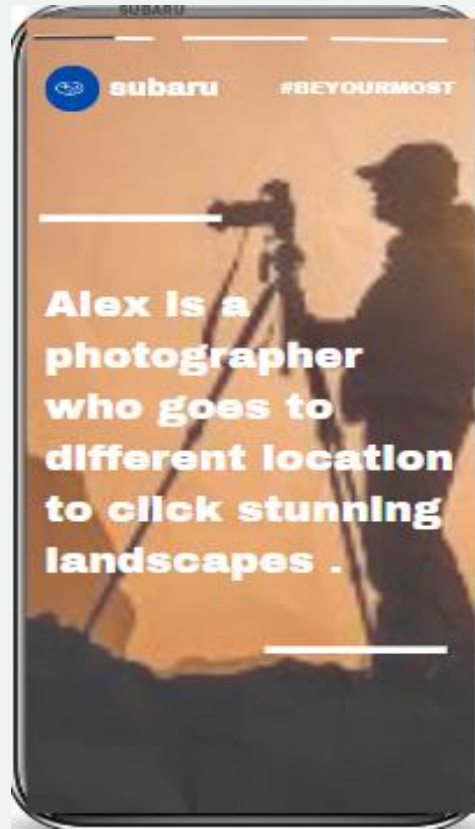
DEVELOP

Instagram Activation

- Legacy will Collaborate with and environmental influencers to promote the #beyourmost campaign. by showing, how legacy helps them to do their best in their profession, (by also promoting its environment friendly features.)
- Ask them to promote legacy's spacious interior, how it helps them on their work.
- Ask them to share their feedback by using #beyourmost.



Instagram Stories



Collaborate with Artists

Our goal is to Collaborate with different artists to be part of be your most. Art is in different languages where it can bring people together.

We look to partner with Millennials who are artists or who millennials are interested in

This can range from local to national artists.

They will use Legacy as a main piece in their art at a Subaru dealership across Canada.

Share their artwork on social media with the #beyourmost.



Gift Cards with Test Drive

"Be More! Earn More!"



- Create website landing.
- Utilize popular social media platforms like Facebook, Instagram to promote the campaign.
- Send targeted emails to your existing customer base and potential leads.
- Create in-store displays to attract walk-in customers.



BIG IDEA #2

Big Idea # 2

"Weeeee"

Think of that moment you are riding a rollercoaster, jumping with a bungee cord, rock climbing, and feeling the wind on your face. This is the sensation of weeee is more. It's the thrill of adventure and daring to dare!

Creative Executions



"WEEEEEE" THE ROAD



"WEEEEEE"
ADVENTURE AWAITS



"WEEEEEE" WITH THE
WEE ONES

"Weeeee" The Road



1)"WEE the Road" Campaign



Highlight the Legacy's exceptional handling and driving experience by creating a series of posters and video ads.



Emphasize the joy and excitement of driving the Legacy on winding roads, through picturesque landscapes, and tight turns, where drivers can fully experience the "WEE" factor.

SUBARU LEGACY

"WEEE THE ROAD"



1) Open on shot close up to Subaru legacy revving up

Narrator: Canada. untamed roads. picturesque landscapes



2) Cut to a top down aerial view of Niagara Falls

Narrator: Treasure Canadian gems for a worthy vehicle



3) Cut to a top down aerial view some Subaru Legacy's making tight turns around some hills

Narrator: With EyeSight® Driver Assist Technology, you'll navigate the roads with confidence."



4) Cut to a close up on a Subaru legacy making a tight turn in the snow

Narrator: Conquer winter's grip with Subaru's legendary Symmetrical All-Wheel Drive



5) Pan shot on the Canadian Prairies and in a distance we hear the Subaru legacy driving

Narrator: Embrace the adventure as you hit the open road



6) Open on shot close up to Subaru legacy driving really fast on the flat open land

Narrator: Feel the rush as the Subaru Legacy's engine roars to life, giving you the confidence to explore new horizons.



7) Cut to a close up on the driver standing in front of Lake Louise. It's quiet and calm.

Narrator: Unleash your adventurous spirit and explore Canada's hidden paths.



8) Cut to a close up on a Subaru legacy on its rear. Soft fade out of picture.[Fade out with Subaru logo and "Wee the Road" slogan]

Narrator: Wee the Road. Subaru. Confidence in Motion



WEEEEEEEE

THE ROAD

WEEEEEEEE

Visit www.subaru.ca for you to build and test drive today!




WEEEEEEEE

THE ROAD

WEEEEEEEE

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WEEEEEEEE

THE ROAD

WEEEEEEEE

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"Weeeeeee" Adventures



2) Legacy Discoveries



Launch a contest or challenge where participants share their most unique and exciting discoveries during their journeys with the Subaru Legacy.



This could range from hidden gems in their local areas to breathtaking landscapes during road trips.



We will use the hashtag #LegacyDiscoveries to encourage engagement.

Weeeeeee Adventures Contest



"Weeeeee" with the Wee Ones



3) Wee with the wee ones are about kids



We know that parenthood is furthest thing
for a straight path



We will cover focus on the children in this
series

SUBARU LEGACY

"WEEE WITH WITH WEE ONES"

Music: Sister Sledge - We Are Family



YouTube Video Ad



1) Open on shot a kid with her hands up in air
KID#1:WEEEEEE...



2) Cut to a kid with his hands up in air
KID#2:EEEE...



3) Cut to a kid with his hands up in air
KID#3:EEEE...



4) Cut to a kid with her hands up in air
KID#3:EEEE...



5) Cut to a kids on a rollercoaster with their hands up in air
KIDS:EEEE...



6) Cut to a kid with his hands on a bar. With wild hair and look in his eyes
KID#4:EEEE...



7) Cut to a family sitting comfortably in a luxurious Subaru legacy.
Dad: Are you kids ready?
Music: We are family



8) Cut to wide shot driving on a open road, beautiful scenery on the highway
AVO: Finally, a car that is built to take a family on an adventure - WEEE with the wee ones . Confidence in Motion
Music: CONT. We are family





DEVELOP

“Weeeee” Direct Mail Examples



“Weeeee” Subaru Test Drive Events



- Organize test drive events
- Utilize various marketing for promotions.
- Host contests to keep participants excited and entertained.
- Hire a professional photographer for post-event materials.
- Follow-up and collect feedback.

“Weeeee” Collaboration with National Businesses



Partner with
local business
such as Esso or
Petro Canada to
cross promote
test drives.



Partner with car
washes, repair
shops to extend test
drives offers to
dealership.





FINANCIALS

Financial Summary



The primary objective of this media plan is to effectively promote the Subaru Legacy to millennial audience in Canada.



The aim is to increase brand awareness, test drive consideration, generate qualified leads and lead to an increase in sales among the target audience.

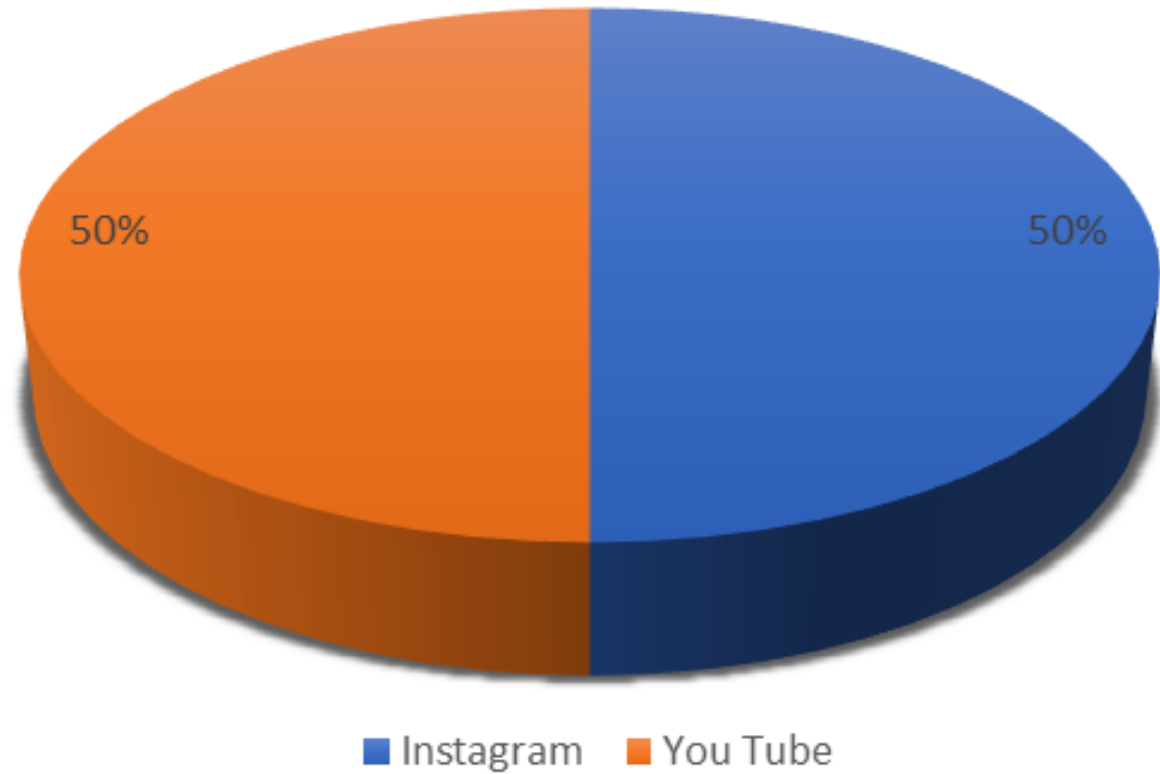
The Media Budget

Media Budget \$1,000,000

Instagram 50%

YouTube 50%

Media Budget Allocation



Flight Schedule

2023	September				October				November				December						
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4			
Social Media																			
Youtube																			High
Instagram																			Medium
Events																			Low
Artists Painting at dealership																			
Test drives																			
Other Stuff																			
Direct Mail																			
Adventure awaits contest																			
Collaboration with National Gas stations																			
Gift cards																			

Rationale for Flight Schedule



- A blitz schedule runs for a relatively short period, often with increased frequency and reach.



- The campaign will have a blitz schedule that will run from September to December.



- The first two months will peak, showcasing the Subaru legacy, then slow down the campaign as we approach the winter/new year.



- These days there is a lot of noise, and a blitz strategy can help break through and grab the consumers attention.

Why YouTube and Instagram?

- **YouTube:** The top platform where Millennials learn about brands, when Millennials are interested in learning more about a topic. YouTube is the platform Millennials most associate with being “fun to use”(Mintel, 2023)
- **Instagram:** Millennials use Instagram for entertainment, to connect with friends, and as a source to learn about brands.(Mintel, 2023)

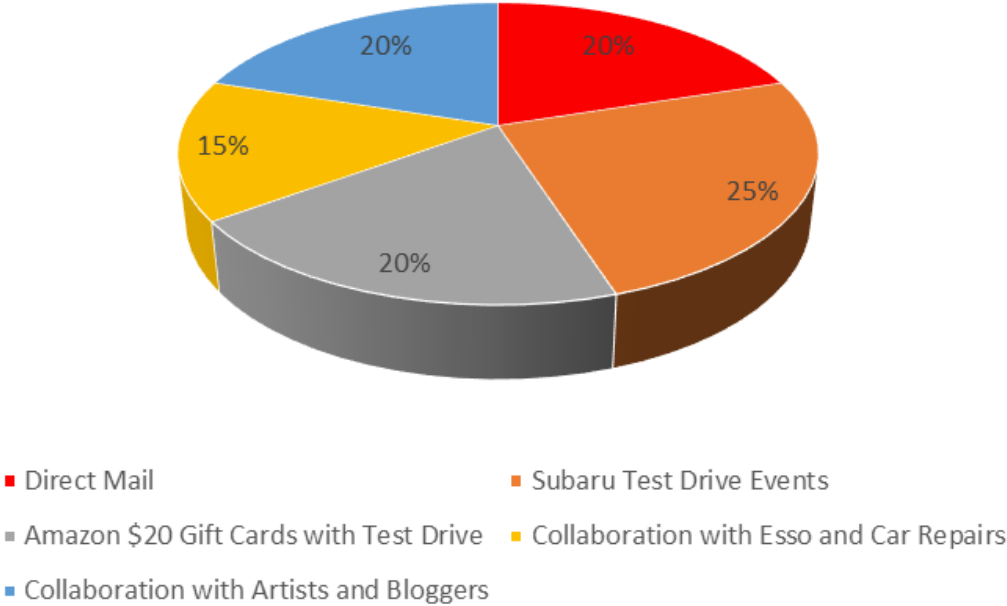
	YouTube			Instagram		
	Gen Z	Younger Millennials	Older Millennials	Gen Z	Younger Millennials	Older Millennials
Good for learning about brands	39	39	33	31	26	23
Easy to search for information	44	50	47	20	20	21
Has trustworthy content	34	29	25	17	16	14
Keeps my data safe	19	15	11	15	14	10
For people like me	41	44	41	35	30	30
Good for interacting with friends	18	17	14	45	45	41
Is a good resource when I want to learn something	47	46	47	16	17	16
Fun to use	58	56	52	48	47	43
Has too many advertisements	31	31	31	19	15	13

Perceptions of the Social Media Platforms (Mintel, 2023)

Production Budget

Production Budget for Advertising Activation Campaigns	Budget	Percentages
Direct Mail	\$100,000	20%
Subaru Test Drive Events	\$125,000	25%
Amazon \$20 Gift Cards with Test Drive	\$100,000	20%
Collaboration with Esso and Car Repairs	\$75,000	15%
Collaboration with Artists and Bloggers	\$100,000	20%
Total:	\$500,000	100%

Production Budget for Advertising Activation Campaigns





CONCLUSION

Conclusion



Two Powerful concepts: “Be Your Most” and “Weeeee”.



Innovative execution campaigns.



Generate valuable leads and sales conversion.



Put your trust in Mission Possible Agency.



Get ready to embark on an exhilarating journey.





Thank You!