Shift Your Life!

By: alphaPerspective

Campaign Objectives
- Increase registrations and authorization number requests on the college discount website by 25%.
- Increase on-line media click throughs by 25%.
- Increase sales of GM vehicles by 2%.
- Increase site traffic on the college discount website by at least 25%.
- Increase showroom traffic by at least 10% at all dealerships.

Target Market
- 2-4 year college students
- All recent graduates (within 2 years)

Media & PR
- Internet advertising
- Press releases
- Talk shows and interviews

Shift To Research
Primary research for alphaPerspective consisted of surveying some 400 students at SFASU, a 4 year university, and creating a digital survey using surveymonkey.com. The digital survey was completed by 100 students from across the United States.

 Sites Most Visited by Millennials

- Facebook.com
- Myspace.com
- Twitter.com
- Yahoo.com
- Espn.com

- Check Site Occasionally
- Check Site Weekly or more often
- Always on the Site

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Vehicle Types Preferred by Millennials

- 2 Door Truck
- 2 Door SUV
- 4 Door Car
- 4 Door SUV
- MotorCycle

Need for higher education and money to go to college

Step 1: How to Participate
- Any student in a 2-4 year college, of any family income level is eligible to apply for a SHIFT YOUR LIFE! Scholarship.
- The student will fill out a SHIFT YOUR LIFE! application and submit an essay explaining how they are planning to market the GM&U Program at their school.
- The student will get faculty sponsor to verify their marketing activities.

Step 2: Achieving Success
- Marketing the GM&U Discount Program on campus is possible through a variety of ways. (All applicants are urged to be in contact with a local GM family dealership).

Step 3: Completing the Process
- Provide proof in the form of a report with evidence by the due date at the end of the semester that the student promoted GM&U, along with the form submitted by the sponsor.

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