Shift Your Life!

By: alphaPerspective

Campaign Objectives

- Increase registrations and authorization number requests on the college discount website by 25%.
- Increase on-line media clicks 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

Fold 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 all across the United States.

The World is Honking... Isn’t It Time to Shift Your Life?

Need for higher education and money to go to college

Start scholarship search

Find scholarships, apply, and execute for SHIFT YOUR LIFE!

GM

Scholarships Awarded

Budget: $1.5 million

Shift Your Life! Program

In order to effectively market the GM&U discount program, SHIFT YOUR LIFE! is providing forty, $20,000 scholarships to get the students involved in promoting the college discount program on their campuses.

Positioning Statement

By focusing on the SHIFT YOUR LIFE! campaign, the GM&U college discount will be positioned in collegiate minds as a vehicle that helps them achieve their goals.

GM&U discount program boldly states that GM is genuinely interested in helping millennials, they are the future of the country.

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.

Private Vehicle Source

- Facebook
- Myspace
- Twitter
- Yahoo
- ESPN

0 20 40 60 80 100

Facebook.com

Myspace.com

Twitter.com

Yahoo.com

ESPN.com

Check site occasionally

Check site fairly often (10x a week)

Always on the Site

0 20 40 60 80 100

Safety Features

Hauling Capacity

Number of Seats

Gas Mileage

Locks/Style

Horsepower

Purchase Determining Vehicle Features

Millennials make up 1/3 of the population of the United States and spend approximately $170 billion a year.

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