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+ 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 all across the United States.

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

The world is honking... Isn’t it time to SHIFT YOUR LIFE?

SHIFT YOUR LIFE! Cycle

- Need for higher education and money to go to college
- Start scholarship search
- Find, apply, and execute for SHIFT YOUR LIFE!
- Scholarships Awarded
- Tell friends about SHIFT YOUR LIFE!

Campaign

GM

GMU

Scholarships

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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 a 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.