



hello

my name is **joel benay**,
nice to meet you.

case study
General Motors
College Discount
Program



Overview: The General Motors

College Discount Program

provides eligible participants with

the **opportunity** to
or unused vehicles at The



purchase/lease new
Program prices.

Eligible participants include **college**
students
and **recent**



last two years.



from any two or four-year school,
graduates, within the

brand and
consumer insights

▶ cars are expensive, **GM can help.**



▶ students are **away** from home

and parents want **them**



safe.

▶  recent grads **need** transportation to
their **new jobs.**

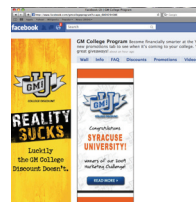
▶ not having a **ride** is a major **inconvenience.**

▶ create a **value** to the **brand** for GM.

▶ **not** the old **GM** car company.

▶ be **disruptive**, attention getting.

integrated marketing approach



▶ traditional print

▶ GM and U website
www.gmcollegediscount.com

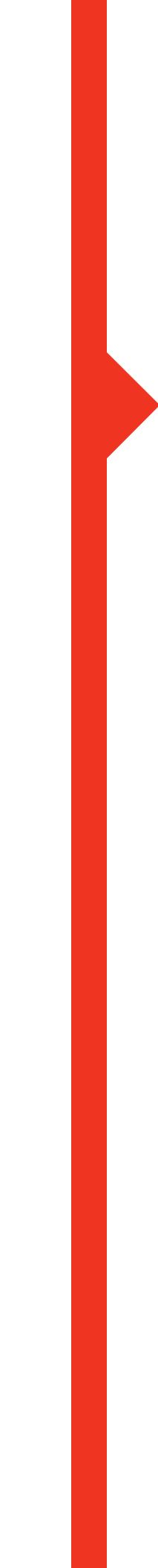
▶ GM and U **facebook**
www.facebook.com/gmcollegeprogram?ref=ts (15,729)

▶ GM and U **twitter**
www.twitter.com/GMandUDiscount

▶ GM and U college campaign challenge **facebook**
www.facebook.com/gmcollegeprogram?v=app_6009294086
<http://www.syr.edu/news/articles/gmu-marketing-challenge-12-09.html>

▶ Junk In The Trunk **video** contest **facebook**
www.facebook.com/video/video.php?v=528412789733&oid=34562826573

▶ viral / alternative media



creative brief –
what to do and
how to do it

- 
- ▶ not just a piece of paper
 - ▶ not a cut-and-paste document
 - ▶ helps facilitate the creative process...
 - consumer and brand insights
 - tone of voice
 - opportunity
 - the message / marketing objective / main idea
 - prioritizing
 - who are we talking to?
 - benefits and value of brand
 - barriers in our way / reasons to believe
 - how is the brand relevant and motivating to our audience
 - mandatories...
 - ▶ brainstorm the brief with all relevant stakeholders
 - ▶ ideas are contagious. a wrong idea is better than no idea.

concept
to execution

work starts with **all stake holders**

team, always team environment, **brainstorming**

ideas, **more** ideas, **be passionate**, more **ideas**, more ideas

image search, **image** search, image **search**

color **exploration** and **testing**

work up **3 concepts**

internal **focus group** of recent grads

account review



client review

focus groups of college **students**, **grad** students, and
newly **graduated**

more focus groups with corrected comments

more concerns – color, the logo, the font, you name it

tweaking, **tweaking**, **tweaking**, getting the **client comfortable**

final **client buy** in

desperately needed **GM followers** – to **engage them** and establish a
sense of value to the brand.

debunk the perception that we were there to just sell

Oh, and **build loyalty**

creatively deliver an **experience** and a place where they could **share**

offer information and **get answers** to question

language and **images** that **resonated** with our **audience**

create a long-term **relationship** on **their terms**, ending in sales

it's not about a have to,
it's about a want to.
great creative work.



REALITY SUCKS
CHANGE IT.

Hey college students and recent grads — riding around with tandem because you've got no wheels of your own? Well that sucks.

Luckily the GM College Discount doesn't. In fact, it's the best college discount of any car company and can save you thousands on a new vehicle to call your own. So your hard work earns you more than a degree.

After reality. Get your own ride. Discover your discount today at gmcollegediscount.com.



2013 Chevy Camaro





REALITY SUCKS
CHANGE IT.

Hey college students and recent grads — is your car being pushed around... more than driven around? Well that sucks.

Luckily the GM College Discount doesn't. In fact, it's the best college discount of any car company and can save you thousands on a new vehicle to call your own. So your hard work earns you more than a degree.

Stop pushing. Start driving. Discover your discount today at gmcollegediscount.com.




2013 Chevy Camaro



We're there for you

WTFU


THE BEST COLLEGE DISCOUNT OF ANY CAR COMPANY




THERE'S AN EASIER WAY TO FIND CASH FOR A NEW RIDE.

It's called the GM College Discount. It's the best college discount of any car company and helps recent college grads or current students save thousands on a new Chevy, Buick or GMC vehicle. So you can sit back, relax... and leave grandma's couch alone.

Find the cash you're looking for at gmcollegediscount.com.



2013 Chevy Camaro



We're there for you

WTFU

THE BEST COLLEGE DISCOUNT OF ANY CAR COMPANY



AHHH, THE SWEET SCENT OF THE OVERCROWDED COMMUTE.


Well if you're a recent college grad or are currently taking classes, you can breathe easy with the GM College Discount. It's the best college discount of any car company and can help you save thousands on a new Chevy, Buick or GMC vehicle. So the only thing you'll be smelling... is the inside of your new car. So let us know 444 at gmcollegediscount.com.



2013 Chevy Camaro




BIG BUCKS.




Even if your degree's in Post-Modern Pottery Aesthetics.

With the GM College Discount, every degree earns big bucks toward a new Chevy, GMC, or Buick vehicle. Enrolled in college or graduated in the past two years? Take advantage of the best college discount of the any car company.


Head to gmdegreepay.com today — where, pondering postmodern pottery is just as lucrative as practicing brain surgery.



2013 Chevy Camaro




BIG BUCKS.




Even if your degree's in Pre-Neanderthal Fashion Theory.

With the GM College Discount, every degree earns big bucks toward a new Chevy, GMC, or Buick vehicle. Enrolled in college or graduated in the past two years? Take advantage of the best college discount of the any car company.


Head to gmdegreepay.com today — where, a theoretical knowledge of cave wear commands a sick compensation package.



2013 Chevy Camaro




BIG BUCKS.




Even if your degree's in Early Samurai Social Culture.

With the GM College Discount, every degree earns big bucks toward a new Chevy, GMC, or Buick vehicle. Enrolled in college or graduated in the past two years? Take advantage of the best college discount of the any car company.

Head to gmdegreepay.com today — where, for once, a sociology degree with a Samurai focus gets crazy money.



2013 Chevy Camaro



create
brand followers



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www.gmcollegediscout.com



facebook
www.facebook.com/gmcollegeprogram?ref=ts

facebook

GM and U college campaign challenge

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<http://www.syr.edu/news/articles/gmu-marketing-challenge-12-09.html>

viral / alternative media

connect



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Junk In The Trunk video contest

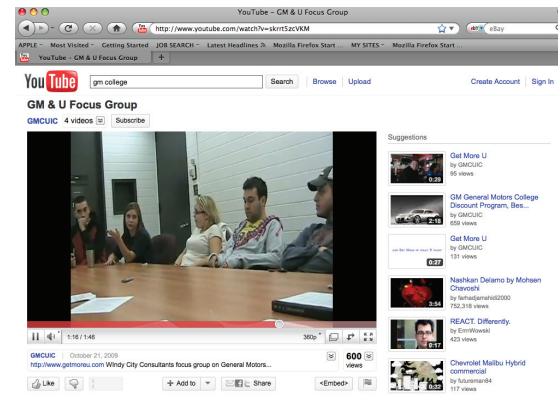
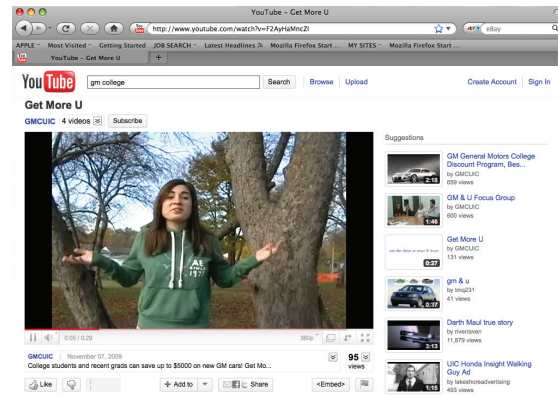
www.facebook.com/video/video.php?v=528412789733&oid=34562826573



connect



focus group video
www.youtube.com/watch?v=skrrt5zcVKM



GM and U video
www.youtube.com/watch?v=F2AyHaMncZI



GM and U on campus
www.flickr.com/photos/gmne/2963562685/

motivate and inspire
in a team environment
put the gloves on
and get to work



owned creative leadership

open door policy

led two creative teams developing the work

brainstorm, brainstorm, brainstorm

advocating for strategy driven solution, not just tactics

comparison audit of competitors' similar programs

additional creative brief direction

review, comment, and be additive to concepts

image, logo and language exploration

attended focus groups online with team members

hosted rehearsal for presentation

attended and presented with the teams – multi-team presentations

to clients for all concepts

team values – let the team members make their contributions

do things in a positive way – create loyalty and trust

shared rewards for job well done

able to **engage** and **learn more** about our audience

results

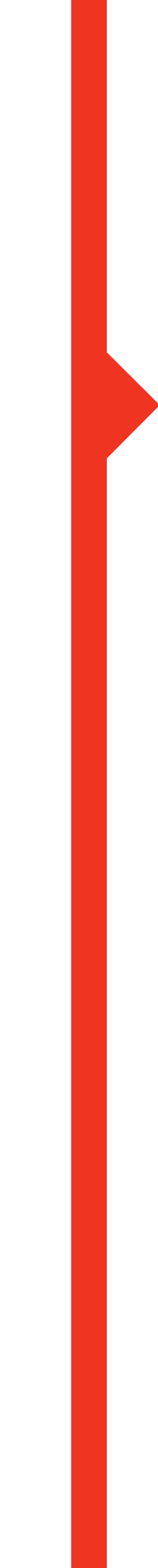
17,729 visits to GM and U site

more social connection with our **audience**

our audience **knows more** about our **brands**
and **makes** the connection to **GM**

added value to the brand with informative information
about finance, loans, insurance, and **life style**

sales traffic increase throughout our
dealer network on new and used **GM Certified** vehicles



the campaign is in print
and online and continues
to connect

launched july 2010

thank you