

Shift Your Life!



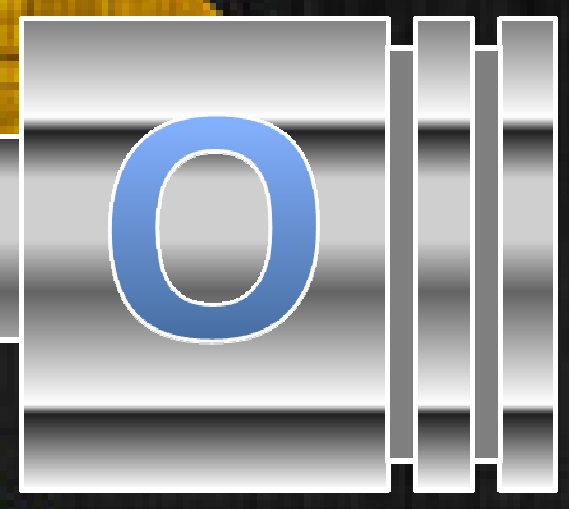
By: **alpha**Perspective



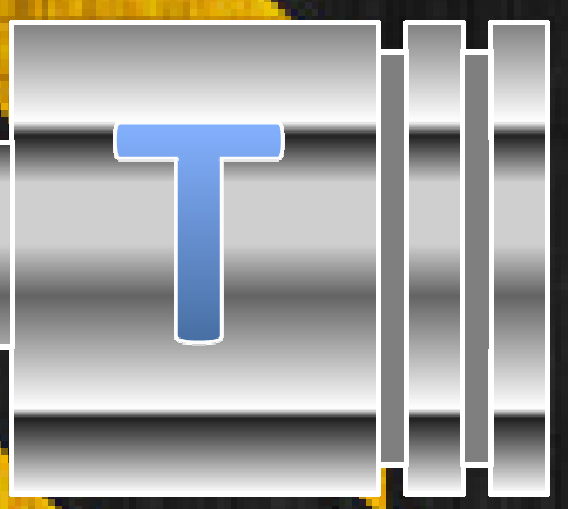
- 60 Day Satisfaction Guarantee.
- Some GM models are preferred by college students
- College Discount program offers great value.
- Target market is young, college educated, and will potentially make more money.



- Reduces the vehicle price on some models at only a nominal rate while some competitors are offering a \$1,000 discount across the board.
- Lengthy process that requires registering, authorization, and providing proof of enrollment or recent graduation.



- Gives GM the opportunity to increase its market share in a younger demographic and to potentially capture life-long consumers.
- Gives GM a chance to reposition itself in the eyes of American Consumers.



- Foreign and domestic competition.
- Has to overcome a negative perception held by the consumers in its target market to convince them to buy a GM vehicle
- Has to compete with competitors' similar discount programs that may seem less complicated than GM's discount program.

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

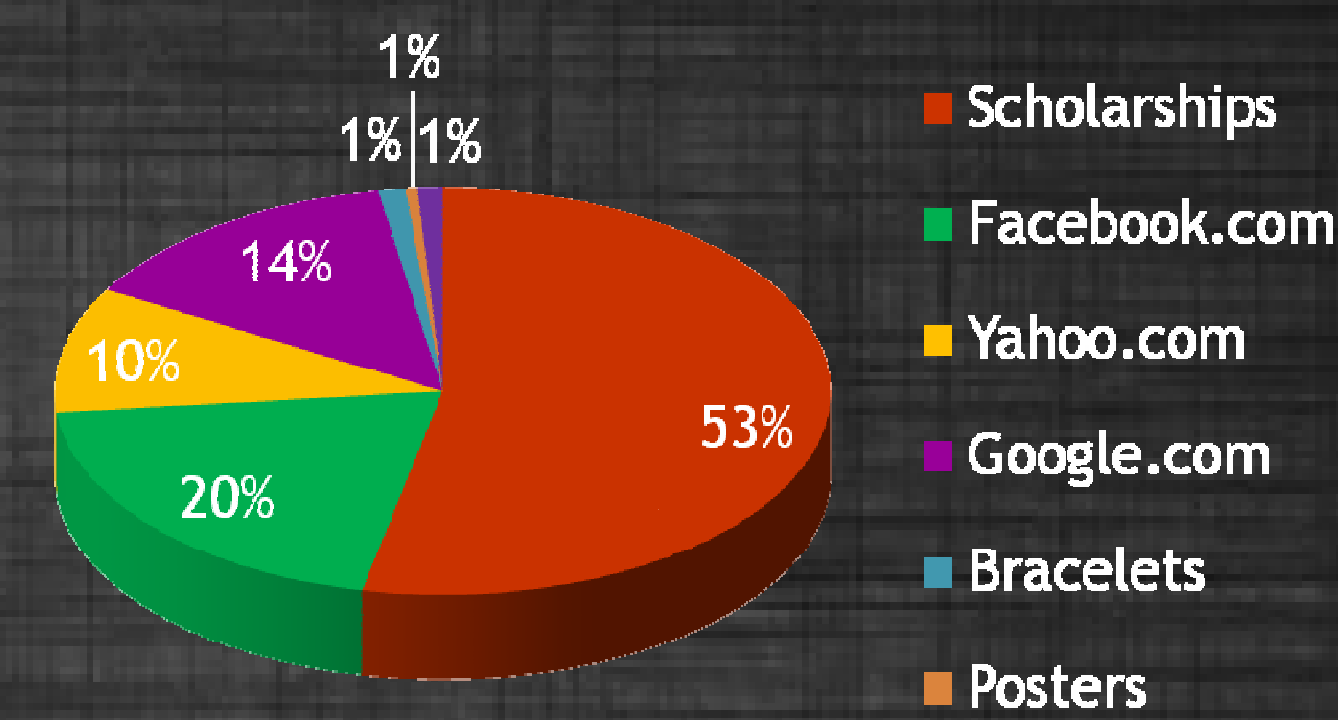
- 2-4 year college students
- All recent graduates (within 2 years)



Media & PR

- Internet advertising **facebook**
- Press releases
- Talk shows and interviews

Budget \$1.5 Million



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.

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



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

The 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.

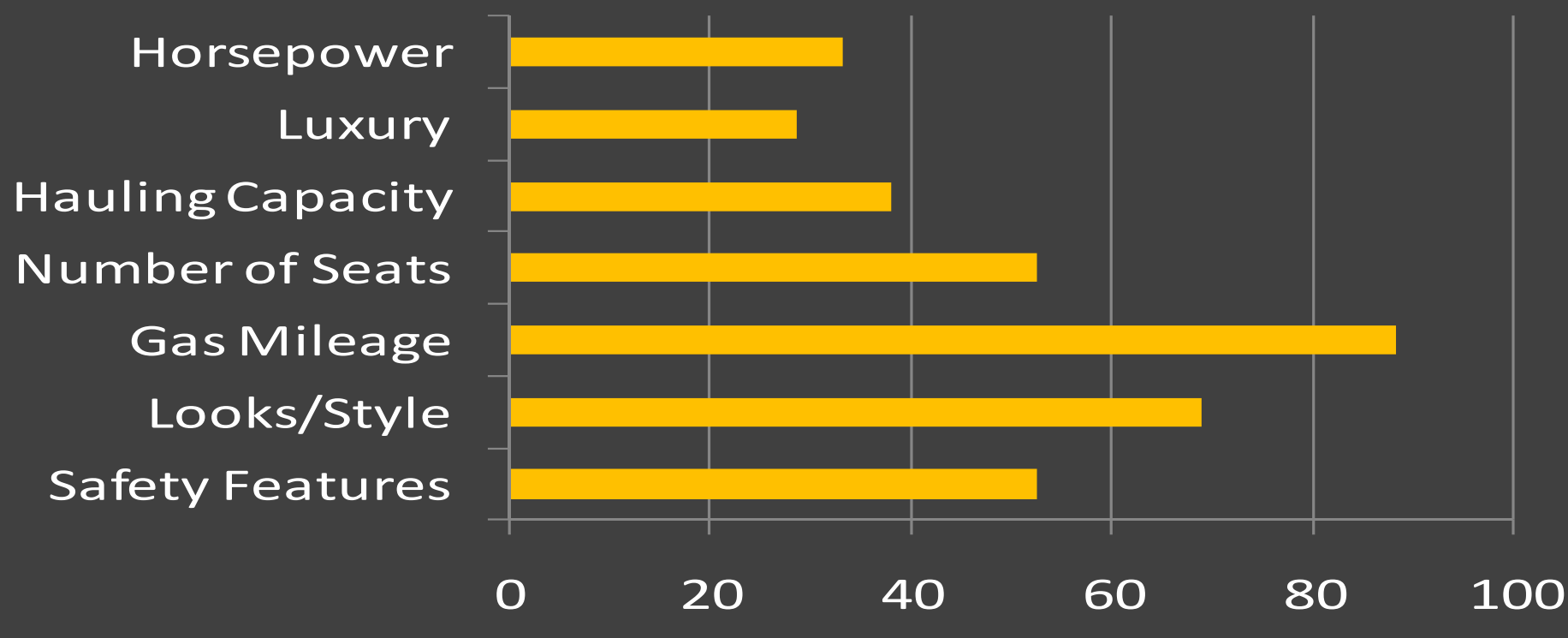
Step 2: Achieving Success

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).

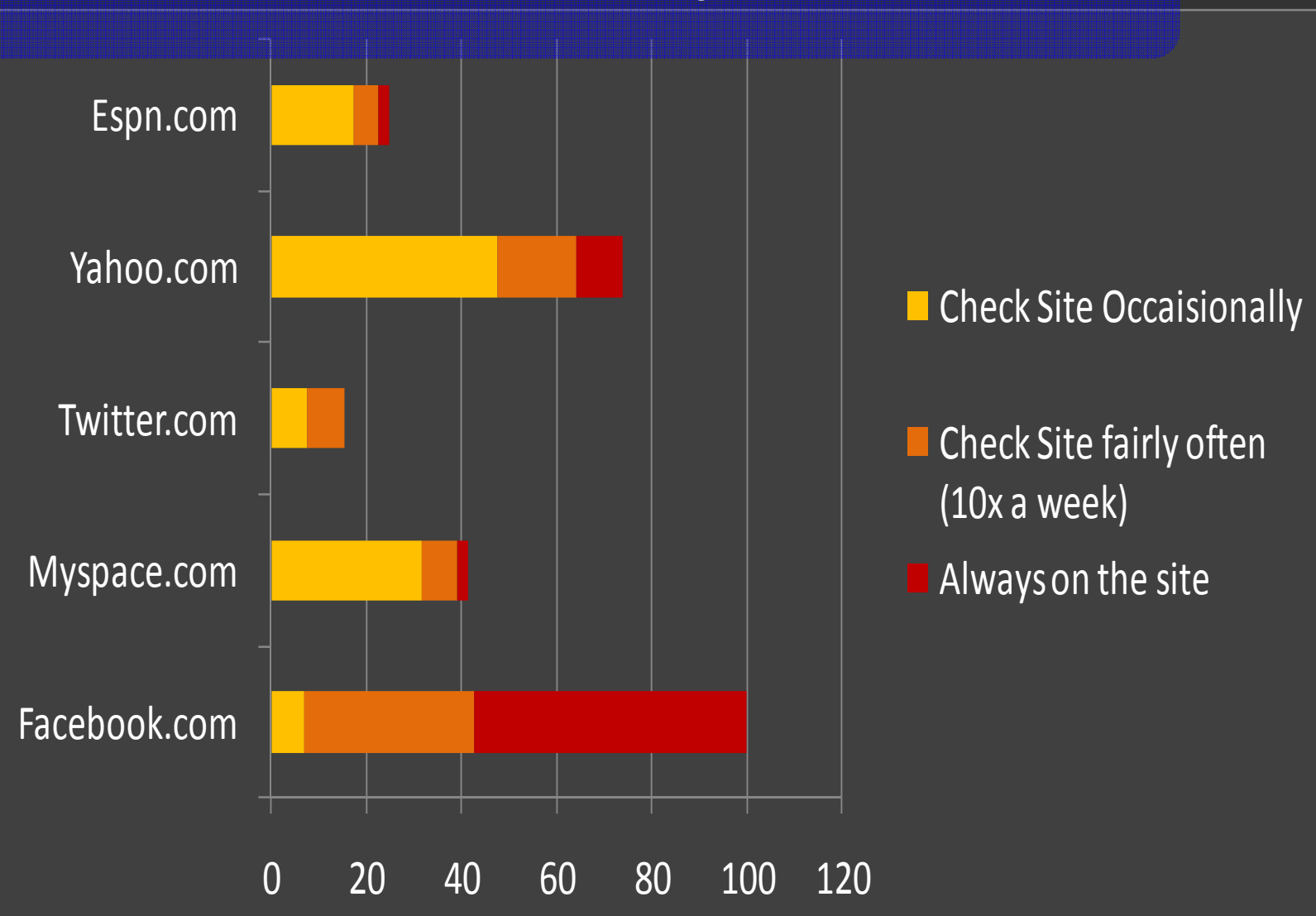
Step 3: Completing the Process

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.

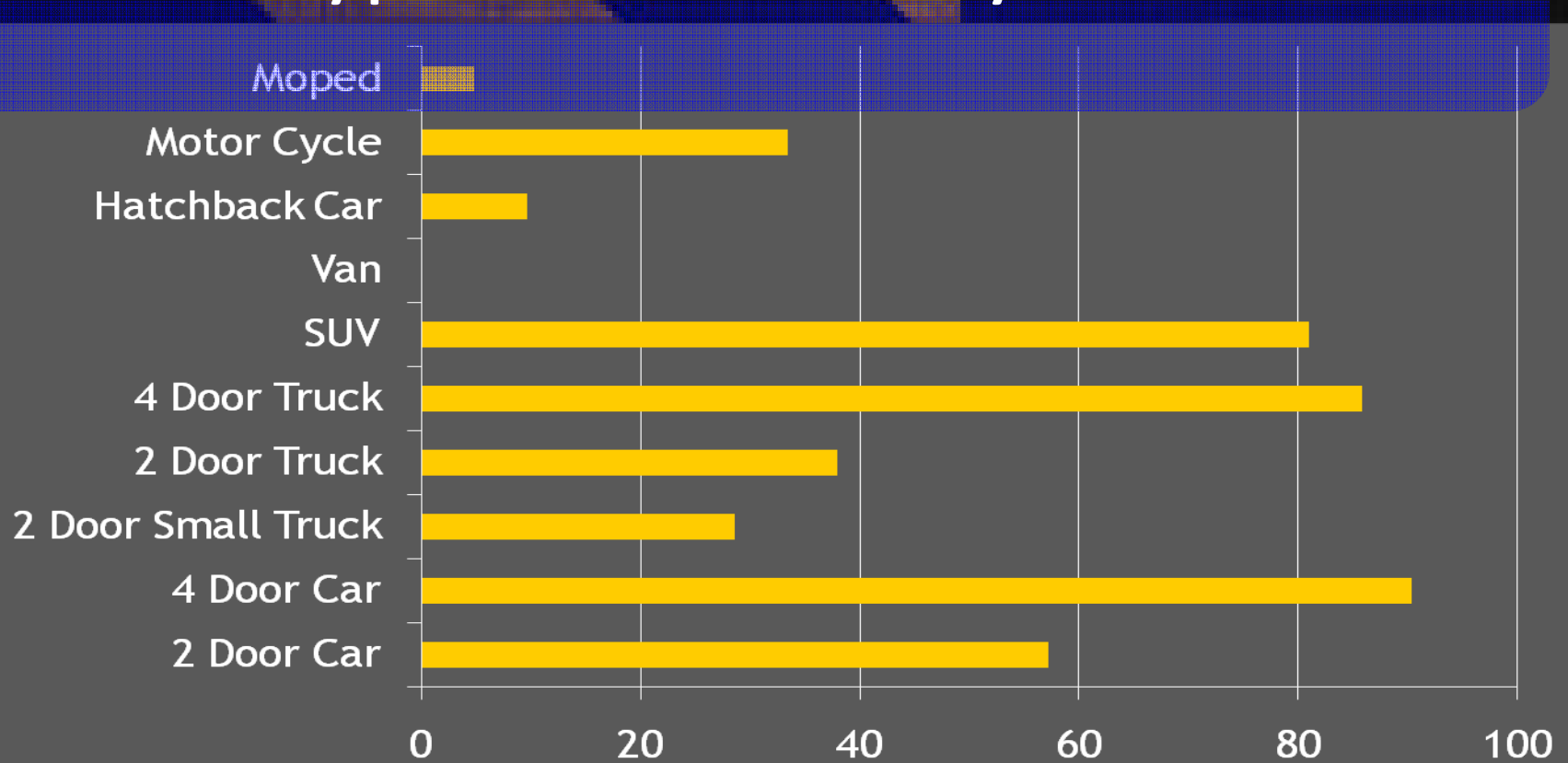
Purchase Determining Vehicle Features



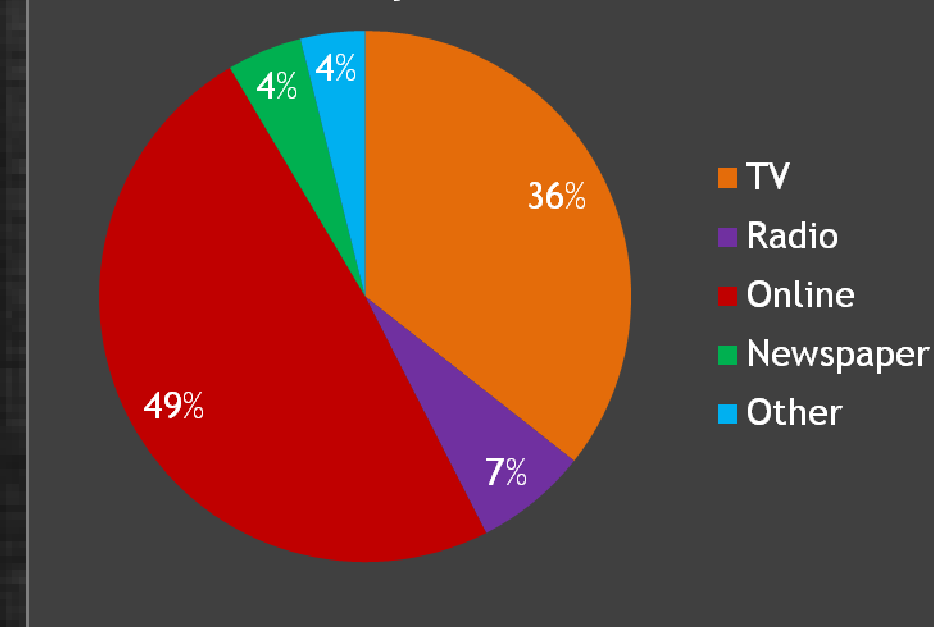
Sites Most Visited by Millennials



Vehicle Types Preferred by Millennials



Primary News Source



Hours Spent Online

