



Chevy Urban Scooter

PUBLIC RELATIONS CAMPAIGN PROPOSAL

07/21/2024

Prepared For:
Chevrolet

Presented By:
Christine
Campbell-Davis



TABLE OF CONTENTS

Scope of Work	2
Our Team	3
Client Overview and Brand Voice	4
Gap Analysis	6
Audience Analysis	7
Campaign Strategy	8
Measurement of Goals and Objectives	10
Timeline	12
References	13

Chevy's Urban Scooter

SCOPE OF WORK



CampbellDavis Communications will develop and execute a comprehensive Integrated Marketing Communications (IMC) campaign to introduce Chevrolet's new urban scooter. This campaign will leverage digital and traditional PR strategies to position Chevrolet as a key player in the urban mobility market (Shapiro, 2023; Wilcox et al., 2019). The target audience includes eco-conscious individuals and young professionals, primarily Millennials and Gen-Z, residing in urban areas (Zote, 2024; Schechter, 2023). The campaign will emphasize sustainability, innovation, and modern urban living, aligning with Chevrolet's brand voice of reliability, innovation, and performance (Davey, 2024; Consumer Reports, 2024).



OUR TEAM



Christine Campbell - Davis
Communications Director



Mike Jones
Creative Director



Shelia Smiles
Marketing Strategics

Social Proof

Sasha Rojas Zaragoza, Program Administrator, Garden City Visitors Bureau:

"Chris and her team significantly elevated the digital footprint of GCVB in just the first few months of working with them. They implemented a strategic plan to grow social engagement, launch a newsletter, and incorporate our current web strategy -- all within our small agency's budget."

Jordan Thompson, Marketing Director, Urban Mobility Solutions:

"Working with CampbellDavis Communications has been a game-changer for us. Chris and her team brought a fresh perspective to our branding efforts, boosting our social media presence and driving impressive engagement rates. Their strategic approach and dedication to our goals have exceeded our expectations."



Chevrolet Proposal





Image source: Chevrolet

Chevy's Urban Scooter **CLIENT OVERVIEW**



Client Overview

Chevrolet, a General Motors (GM) division, was founded in 1911 in Detroit. It has grown into one of the world's largest car brands, available in nearly 80 countries, with approximately 2.7 million cars and trucks sold in 2021 (Chevrolet, n.d.). The brand's durability, performance, and affordability testify to its commitment to innovation (The Brand Hopper, 2023).

Client Needs

Chevrolet must leverage its durability, performance, and innovation strengths to enter the urban scooter market. An Integrated Marketing Communications (IMC) plan that targets eco-conscious individuals and young professionals is crucial (Davey, 2024).



Chevrolet Proposal





Image source: Martin Chevrolet

Chevy's Urban Scooter **BRAND VOICE**



Brand Research

Chevrolet's reputation for reliability, innovation, and a wide product range is a strong foundation for its foray into the two-wheeler market. Despite these innovations, Chevrolet's overall brand ranking is a testament to its commitment to continuous improvement (Consumer Reports, 2024).

Brand's Authentic Voice

Chevrolet's brand voice is characterized by reliability, innovation, and performance. This confident and straightforward tone appeals to practical and trustworthy consumers (Jankowski, 2019).





Chevy's Urban Scooter **GAP ANALYSIS**

Identify Gaps

Chevrolet has a strong presence in the automotive industry but has yet to establish itself in the urban mobility market, particularly in the electric scooter segment. Competitors like Bird, Lime, and Segway have already secured substantial market presence (Grand View Research, 2023).

Propose Improvements

To boost Chevrolet's position in the marketplace, the new urban scooter should capitalize on the brand's strengths in durability, innovation, and performance. Leveraging Chevrolet's existing commitment to sustainability and advanced technology can also help bridge the gap (Fairfield Market Research, 2023).

Chevrolet Proposal





Chevy's Urban Scooter **AUDIENCE ANALYSIS**

Demographic and Psychographic Makeup

Chevrolet's urban scooter's primary audience consists of Millennials and Generation Z, aged 18 to 35, living in urban areas. These individuals are typically well-educated, with many holding college degrees. Schechter (2023) underscores the importance of understanding this audience's demographic and psychographic characteristics.

Language and Targeted Messaging

Keywords like "eco-friendly," "innovative," "connected," and "reliable" will form the heart of the campaign. Phrases such as "Ride the Future," "Urban Mobility Redefined," and "Sustainable Style" will resonate with the target audience. Integrating these keywords into social media marketing strategies will be essential (Khan, 2021).



Chevy's Urban Scooter CAMPAIGN STRATEGY



PR Strategy

Chevrolet will utilize digital and social media platforms to position the urban scooter. This strategy involves creating a robust online presence to engage with the target audience where they are most active (Davey, 2024).

Rationale

Understanding the demographic characteristics of each social platform is crucial for targeting the right audience and crafting messages that resonate (Zote, 2024).





Tactics

Chevrolet will employ traditional PR tactics such as press releases, media relations, and events to support the campaign (Shapiro, 2023). Press releases will announce the launch of the urban scooter, highlighting its innovative features and benefits.

Leveraging influencers to amplify the campaign's reach and credibility is crucial. Influencers who align with the brand's values and appeal to the target demographic will be selected (Wilcox et al., 2019).

Interactive posts, videos, and user-generated content on social media platforms will be prioritized to enhance consumer interaction (Cao et al., 2021). This strategy will build a sense of community and loyalty among users.





Chevy's Urban Scooter CAMPAIGN TIMELINE

- **Phase 1: Research and Planning (Jan - Feb 2024)**
- **Phase 2: Content Creation (Mar - Apr 2024)**
- **Phase 3: Launch Campaign (May - Jul 2024)**

REFERENCES

- Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers' social media engagement behavior: An examination of the moderation effect of social media context. *Journal of Business Research*, 129, 416-428. <https://doi.org/10.1016/j.jbusres.2020.06.025>
- Chevrolet. (n.d.). About Chevrolet. Retrieved from <https://www.chevrolet.com/about>
- Chevrolet. (2021, June 21). The all-new 2022 #ChevyBoltEUV has arrived and it's all electric. Ready to take you further. [Photograph]. X. <https://x.com/chevrolet/status/1407070235383910407/photo/1>
- Consumer Reports. (2024). Chevrolet. Retrieved from <https://www.consumerreports.org/cars/chevrolet/>
- Davey, M. (2024). Digital Marketing Examples. Shopify. <https://www.shopify.com/blog/digital-marketing>
- Fairfield Market Research. (2023). *Foldable Electric Scooter Market Size to Hit US\$900 Million*. Retrieved from <https://www.fairfieldmarketresearch.com/report/foldable-electric-scooter-market>
- Grand View Research. (2023). *Electric Scooters Market Size & Share Analysis Report, 2030*.
- Jankowski, P. (2019, September 27). *How Chevy is winning with Gen-Z and Millennials*. Forbes. Retrieved from <https://www.forbes.com/sites/pauljankowski/2019/09/27/how-chevy-is-winning-with-gen-z-and-millennials/>
- Jarboe, G. (2023). Google Analytics 4: The PR Pro's Secret Weapon for Measuring Impact. LinkedIn. <https://www.linkedin.com/pulse/google-analytics-4-pr-pros-secret-weapon-measuring-impact-greg-jarboe/>
- Khan, I. (2021). Do brands' social media marketing activities matter? A moderation analysis. *Journal of Retailing and Consumer Services*, 62, 102794. <https://doi.org/10.1016/j.jretconser.2021.102794>
- Martin Chevrolet. (n.d.). *Chevy cars, trucks, SUVs test drive [Photograph]*. Martin Chevrolet. Retrieved July 21, 2024, from <https://www.martin-chevy.com/blogs/808/chevrolet-information/chevy-cars-trucks-suvs-test-drive/>
- Schechter, S. (2023). Chapter 4: Audience Analysis. In *Public Relations: From Strategy to Action*. Pressbooks. Retrieved from <https://pressbooks.bccampus.ca/publicrelations/chapter/chapter-4/>
- Shapiro, K. (2023, February 20). Six steps to raise your public profile and online presence. Retrieved from <https://www.shapiropr.com/post/sixstepstoraiseyourpublicprofile>
- Wilcox, D. L., Reber, B. H., Shin, J. H., & Cameron, G. T. (2019). *Public Relations: Strategies and Tactics (12th ed.)*. Pearson.
- Zietek, T. (2024, May 8). How to measure social media reach in 2024? Brand24. Retrieved from <https://brand24.com/blog/how-to-measure-social-media-reach/>
- Zote, J. (2024, February 14). Social Media Demographics to Inform Your Brand's Strategy in 2023. Sprout Social. Retrieved from <https://sproutsocial.com/insights/new-social-media-demographics/>