



Chevy Urban Scooter



PUBLIC RELATIONS CAMPAIGN PROPOSAL

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Prepared For:
Chevrolet

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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."



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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).



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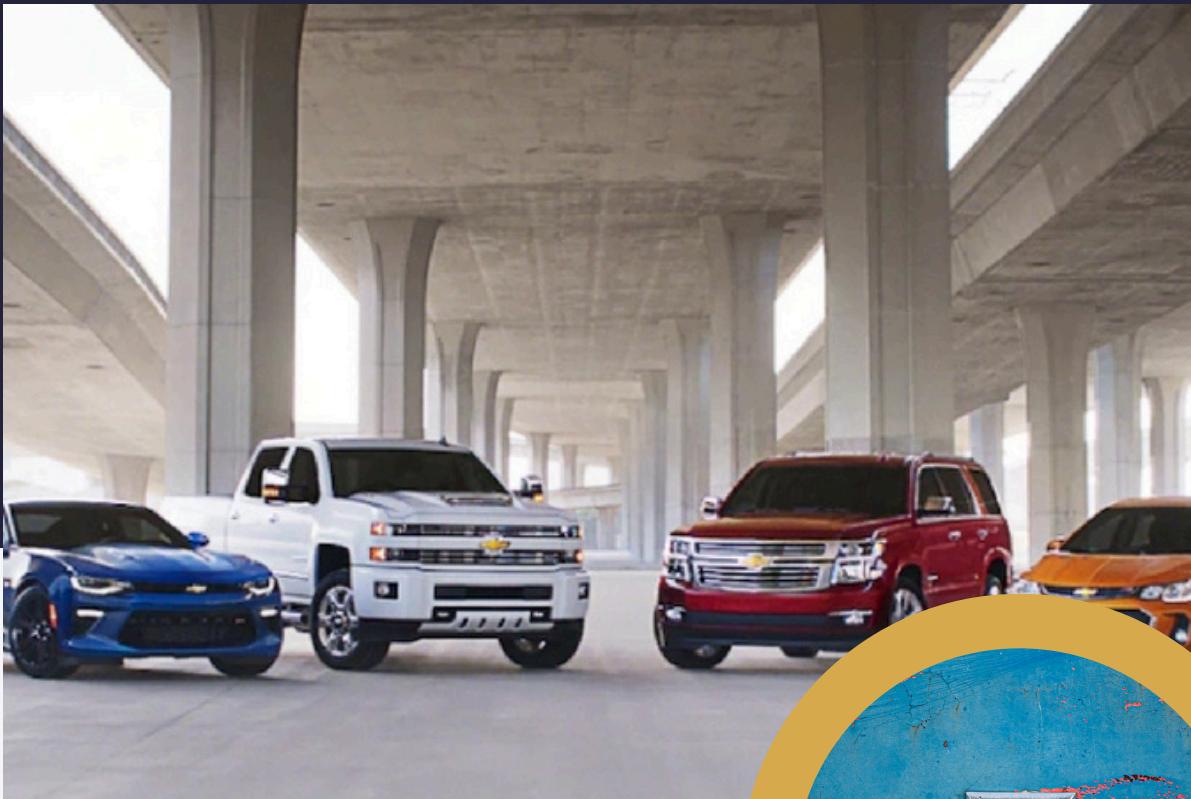
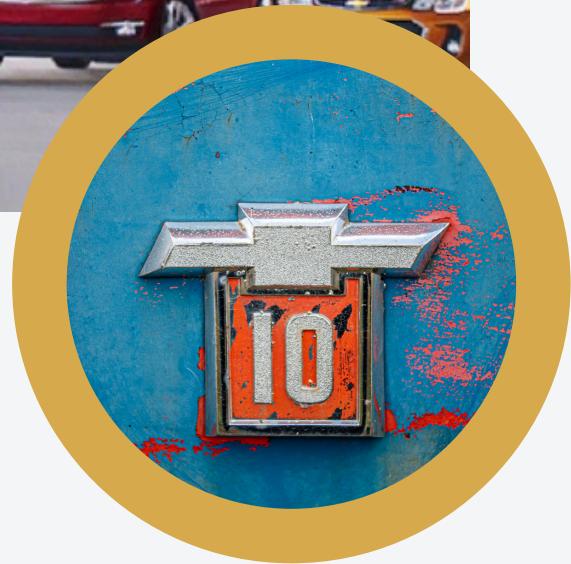


Image source: Martin Chevrolet

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).



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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).

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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).

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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.





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CAMPAIGN TIMELINE



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

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