

FIND NEW ROADS TEMPLATE

Font: Louis Global 2 Condensed Demi
Font Size: 115 pt.
Line Spacing: Multiple @ 0.85
Font Colors:
White = R255 G255 B255
Dark Grey = 74 77 82
Background Color:
Chevy Gold = 225 179 52

Title Slide - Date
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Font Size: 20 pt.
Line Spacing: Multiple @ 0.90
Font Color: White = R255 G255 B255

June 2017

PURPOSE

STRATEGY RECAP

THE TRUTHS

/ Human truth

- There are no boundaries to a child's imagination. The possibilities are endless.

/ Proof point

- In 2010, 10-year-old Alissa Chavez from New Mexico had an idea to help protect children from the danger of being locked in a hot car. She invented the "Hot Seat," a car alarm for car seats that will set off three alarms.

/ Truth well told

- Children are capable of developing amazing ideas that can change the world.

THE IDEA

/ As the world becomes more and more technologically advanced, we will need a new generation to provide new ideas and thinking. We'll find a team of kids from around the world to imagine what the car of tomorrow will look like. Through an interactive and participatory program, we'll have kids work with engineers and designers to build a concept car to show how Chevrolet embraces the future.

HOW IT WORKS



Chevrolet will begin the program by asking kids to tell us what they think the car of the future will look like. How will it work? What features will it have? What will power it? We will reach out to kids around the world and connect them with Chevrolet engineers.



We'll select the most interesting stories from kids and invite them to be a part of a team with our engineers to design a new vehicle. A microsite will introduce each team member to the world, telling their story and how they see the car of tomorrow.



We will create a set of documentary content to highlight the design process. This, along with interviews with kids and engineers, will live on a dedicated website. As the campaign rolls on, we'll use social media to create a discussion about the best ideas, and give other kids a chance to share their ideas.



Our team will take this vehicle out to the Geneva, Los Angeles, and Detroit auto shows to show off what the future of vehicles might look like. Once this tour is complete, the vehicle will be donated to a science museum, and we'll host a party for the dedication.

LIFE ROADS

THE TRUTHS

/ Human truth

- Everyone knows someone who has been affected by cancer.

/ Proof point

- Each year globally, about 14 million people learn they have cancer.

/ Truth well told

- It's important to remember those we lost and inspire those still fighting it.

THE IDEA

/ Roads aren't living and breathing organisms, but each one has a name and a distinct personality. At the same time, there are millions of courageous people worldwide who are battling cancer with inspiring stories to tell. What if we were to find a way to honor and respect those individuals by naming stretches of road after them?

HOW IT WORKS



Families and friends of people who are fighting cancer will be given the chance to name a stretch of road to honor that person.



Partnering with Google Maps will allow people to pick specific stretches of road that have meaning to them. Friends and family will then share through social media that they have dedicated a section of road to a loved one.



There will be a digital element mapping the locations on Google Maps of the dedications. We will work with Google to create a toggle function when using the maps app to display the dedicated names as people travel along their route if so desired.



Ten submissions will be selected around the globe and we'll create OOH billboards along the dedicated roads. We'll create video content around these "randomly" selected stories to host on the microsite and share out via owned social.





CHEVROLET THEMED TEMPLATE

Sample Slides

August 2018

GM CONFIDENTIAL

CHEVROLET [NAMEPLATE] MARKETING PLAN



TABLE OF CONTENTS

1. Executive Summary
2. Vision & Positioning
3. State of the Business
4. Marketing Challenge
5. Goals/Objectives
6. Strategic Initiatives
7. Tactics
8. Financial Implications
9. Year 2 and 3 Considerations
10. Risks and Contingencies
11. Key Milestones

EXECUTIVE SUMMARY



“TELL THE ELEVATOR VERSION OF THE PLAN”

- / Summary should be short and focused; ideally one page, never more than 2 pages
- / Key elements:
 - Business goal and brand goal
 - Marketing challenge
 - Strategic initiatives and rationale
 - Risks and contingencies

STATE OF THE BUSINESS



- / Provide an update on how the business is doing to set the stage for the plan to follow
 - How is the business performing?
 - What are the key drivers of recent results? Why have we experienced these results?
 - / Current trends and outlook
 - / Essential insights from situation analysis

STATE OF THE BUSINESS



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- / Current trends and outlook
- / Essential insights from situation analysis
- / Should be one or two pages

SECTION TITLE SLIDE

Subtitle here

PERFORMANCE



REGIONS

- / Asia
- / MEO
- / South America

REGIONS

- / United States
- / Europe
- / Mexico



CHEVROLET

>> 2017 FNR HYBRID

TEMPLATE SAMPLE

SLIDES

June 2017

KEY MARKETS

KEY MARKETS FOR VEHICLE SEGMENT		
Market	Year	% of Industry
Market 1	xxxx	%
Market 2	xxxx	%
Market 3	xxxx	%
Market 4	xxxx	%
Market 5	xxxx	%
Market 6	xxxx	%
Market 7	xxxx	%

KEY MARKETS FOR VEHICLE SEGMENT				
Market	Year	% of Global	% of Segment	% of Chevrolet
Market 1	xxxx	%	%	%
Market 2	xxxx	%	%	%
Market 3	xxxx	%	%	%
Market 4	xxxx	%	%	%
Market 5	xxxx	%	%	%
Market 6	xxxx	%	%	%
Market 7	xxxx	%	%	%

OUR ASSIGNMENT

- / Establish objective
- / Explain assignment



Market 1



Market 2



Market 3



Market 4



Market 5



Market 6



Market 7

(Place country images here if applicable)

TARGET AUDIENCE IN-DEPTH



Market 1	Age	Gender	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce luctus metus mauris, eu placerat nibh cursus non. Phasellus sit amet finibus tellus. Quisque tristique eros magna, ac fringilla felis sollicitudin eu. Aliquam vitae lobortis lacus.	Mauris bibendum diam ut felis luctus, ac blandit sem mattis. Curabitur vulputate gravida sapien, id porttitor nunc ornare sed. Donec sit amet pretium tellus. Pellentesque tincidunt, magna non maximus bibendum, turpis sem suscipit augue, sed pretium sapien erat facilisis magna. Donec ultrices libero eu augue ornare, eget euismod elit dignissim. Phasellus sit amet convallis felis.
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TARGET INSIGHT

Target Insight Statement

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SMALLER MAIN TITLE

**LARGER MAIN
TITLE THAT
GOES UNDER**

/ SAMPLE 1

- Example 1
- Example 2
- Example 3
- Example 4

/ SAMPLE 3

- Example 1
- Example 2
- Example 3
- Example 4

/ SAMPLE 2

- Example 1
- Example 2
- Example 3
- Example 4

/ SAMPLE 4

- Example 1
- Example 2
- Example 3
- Example 4

SMALLER MAIN TITLE

LARGER MAIN
TITLE THAT
GOES UNDER

- / Body text goes here
 - Body text goes here
 - Body text goes here
 - / Body text goes here

SMALLER MAIN TITLE

LARGER MAIN
TITLE

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HEADLINE



IMAGE

Headline



IMAGE

Headline



IMAGE

Headline



IMAGE

Headline

TYPE OF ASSET:

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Description here

ASSET

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ASSET

DESCRIBE THE CHART OR GRAPH BELOW

COLUMN1	COLUMN2	COLUMN3	COLUMN4	COLUMN5	COLUMN6	COLUMN7	COLUMN8	COLUMN9

CHART OR GRAPH BELOW

SMALL HEADER

COLUMN1	COLUMN2	COLUMN3	COLUMN4	COLUMN5	COLUMN5	COLUMN5	COLUMN5	COLUMN5

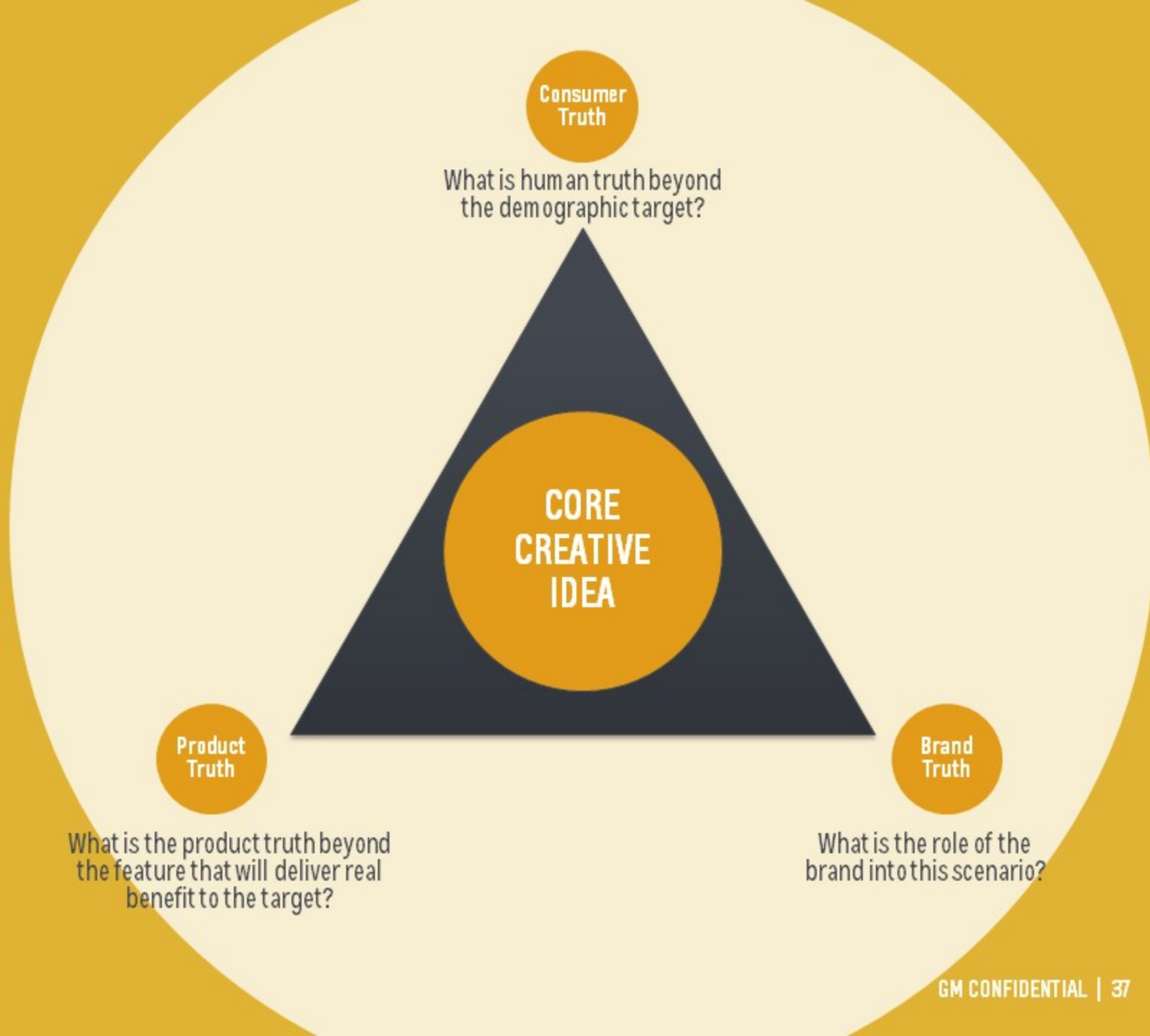
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COLUMN1	COLUMN2	COLUMN3	COLUMN4

A RANDOM
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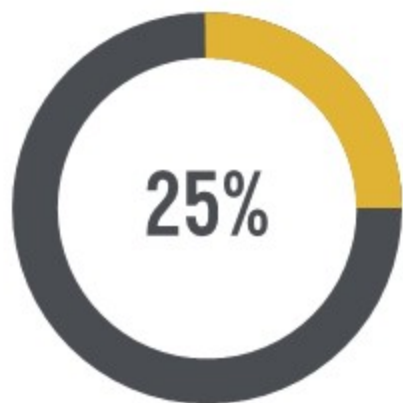
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CORE CREATIVE IDEA SUMMARY



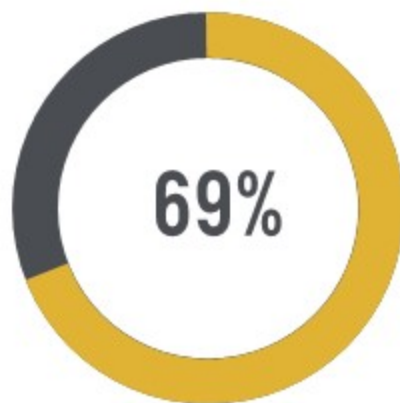
USE WITH COPY
YOU WANT
MAGNIFIED!

SAMPLE GRAPH



Desktop Application

Liquorice chupa chups applicake
apple pie cupcake brownie bear claw
cotton candy. Bear claw croissant.



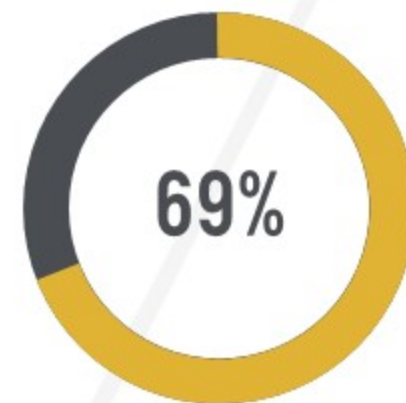
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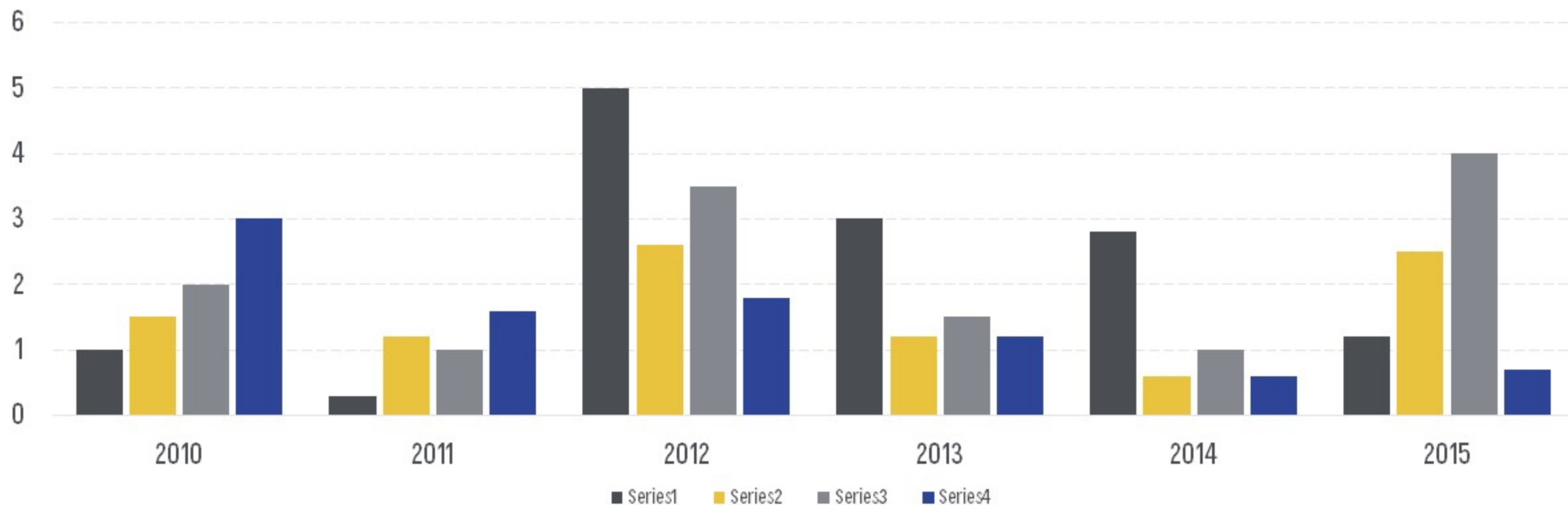


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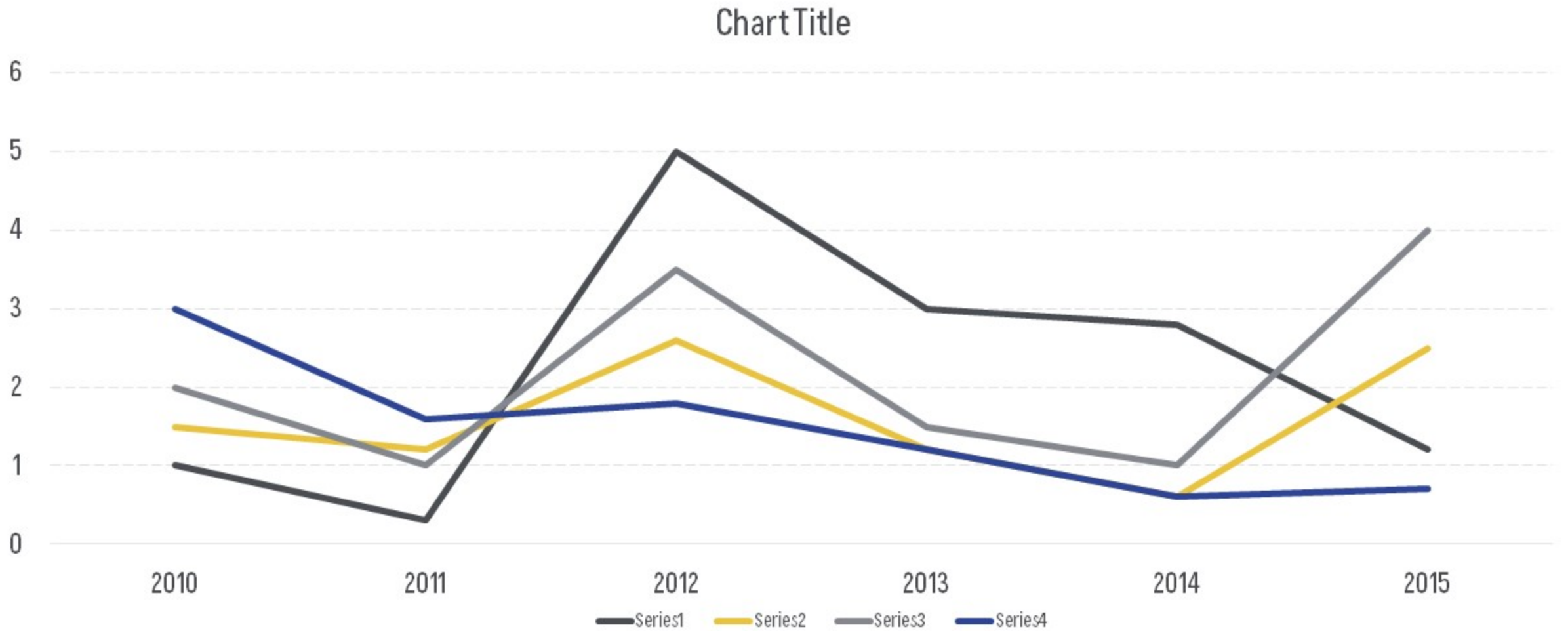
Liquorice chupa chups applicake
apple pie cupcake brownie bear claw
cotton candy. Bear claw croissant.

SAMPLE CHART

ChartTitle



SAMPLE GRAPH



SAMPLE USE OF ICONS/GRAPHIC SLIDE



(FOR EXAMPLE)

\$ Bought



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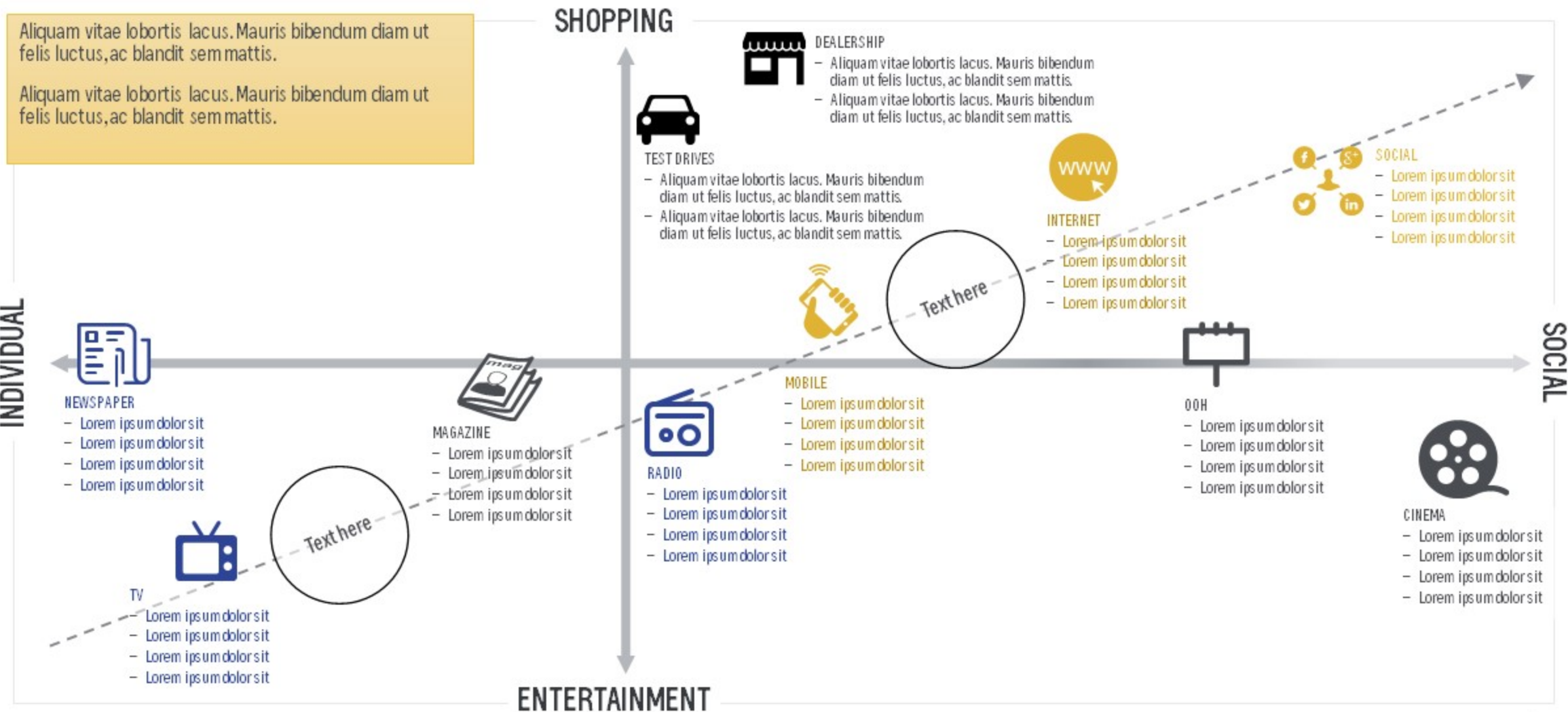
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SAMPLE GRAPHIC SLIDE



ICONS



NEXT STEPS



- / Next step 1
- / Next step 2
- / Next step 3

THANK YOU

