

Chevrolet Brand Workshop

The Second Century of Chevrolet

2023



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1. BX Opportunity and Approach for Blazer EV Launch

BX Vision

TRANSFORMATION

Optimize resources,
process and programs

MARTECH ADVANCEMENT

Be the expert and lead on
data, tools and technology

INTEGRATION

Chevy team, Adjacencies
and Partners

LESS IS MORE

Highly focus, more
meaningful and relevant

Blazer EV Launch

FIRST CHEVY EV

Introduce Ultium based
platform AND Chevy EV Story

BLAZER EV

Leverage unique benefits
of a Chevy Blazer SUV ...
in a EVs

EV TRANSITION

Overcome prevalent
barriers to EV adoption

AUDIENCE - JOURNEY

Build an audience and
consumer journey-based
business model



2. Blazer EV Audience and Objectives

Our Objectives by Audience

Awareness and Consideration

Establish Blazer EV as the perfect vehicle for them.

Targeted and Non-Targeted General Population

140k Handraisers

Drive excitement and convert

Cultivate demand for the Blazer EV.

Convert reservations to sales

Excite and remind them why they ordered a Blazer EV.

16k Reservers

2k Exclusive Reservers

Ordered, pre-delivery

Create loyalty and advocacy

Ignite passion and loyalty in our owner base through exceptional experiences.

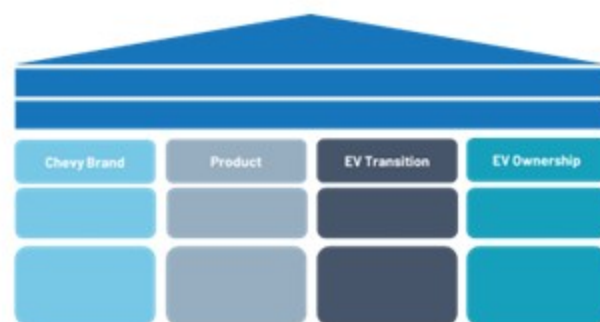
Delivery

Onboarding

Beyond

Message Strategy: Three Ways

Core Messaging Architecture



- Blazer EV positioning, strategic pillars and key messages

Messaging By Journey Stage



- Customer needs, business objectives and key messages

By Audience

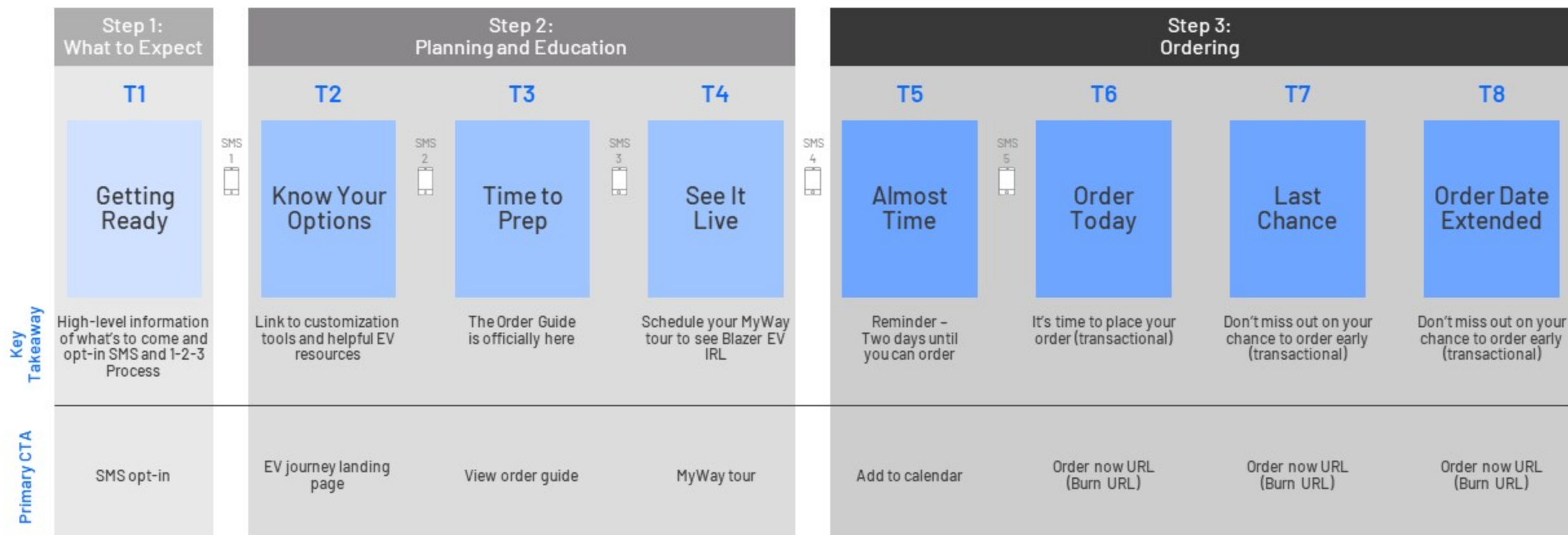
Reservers (2K)		Reservers (16K)		Handraisers (140k)		Target Audience	
Chevy Owner	Competitive Conquest	Chevy Owner	Competitive Conquest	Chevy Owner	Competitive Conquest	Chevy Owner	Competitive Conquest
Blazer EV	Chevrolet Brand	Blazer EV	Chevrolet Brand	Blazer EV	Chevrolet Brand	Blazer EV	Chevrolet Brand
EV Transition	Blazer EV	EV Transition	Blazer EV	EV Transition	Blazer EV	EV Transition	EV Transition
Chevrolet Brand	EV Transition	Chevrolet Brand	EV Transition	Chevrolet Brand	EV Transition	Chevrolet Brand	Blazer EV
EV Ownership	EV Ownership	EV Ownership	EV Ownership	EV Ownership	EV Ownership	EV Ownership	EV Ownership

- Use key messages and tailor based on audience insights.



4. BX Communication and Ecosystem Architecture

Pre-Order Cadence



Site Milestones

Pre-Order

Order

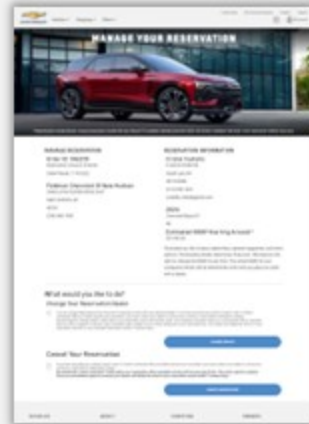
Onboarding

SITE



Reveal Page Updates
May

Migrating to Quantum and Adding EV Content Components



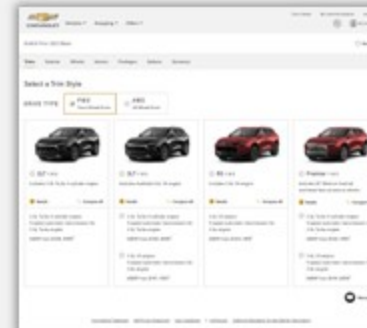
Manage Reservations T&T Updates
Early May-Aug

Personalization to Mirror CRM Message



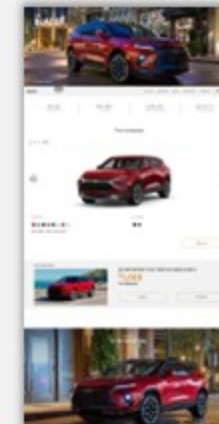
EV Journey Landing Page
Mid/Late June

Personalized Landing Page for Reservation Through Onboarding Journey



BYO Reservationists
7/12

Vehicle Configuration that Ties the Order to the User's Reservation



MOV and Public BYO
8/24

Public Launch to General Audience



Site Entry Point Updates

EV Life

Customer Moments that Matter: Chevrolet.com

Pre-Order

Order

Onboarding

SITE



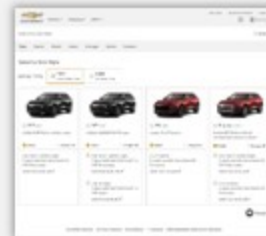
Reveal Page Updates
May

Migrating to Quantum
and Adding EV
Content Components



EV Journey Landing Page
June 6

Personalized
Landing Page for
Reservation
to Order Journey



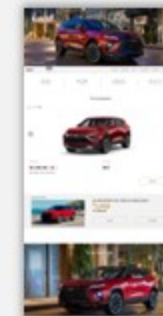
BYO Reservationists
July 12

Vehicle Configuration
that Ties the Order to
the User's Reservation



EV Journey Landing Page
July 10

Personalized
Landing Page for
Order to
Delivery Journey



MOV and Public BYO
August 24

Public Launch to
General Audience



EV Journey Landing Page
At Delivery

Personalized
Landing Page for
Onboarding
Journey

Manage Reservations
T&T Updates
May-August



Onboarding Is Not New to Us, but Blazer EV Is Unique

And what we do now will pave the way for the next generation of Chevy EVs

Ice Onboarding



- **Exciting but Familiar**
 - Customers are excited, but delivery is a familiar experience
- **Welcomed Via Email**
 - We onboard them to the vehicle and brand via email
- **There if They Need Us**
 - Additional support content available via site

EV Onboarding



- **Exciting and Very New**
 - They're feeling extremely proud but on unfamiliar ground
- **Varying Learning Needs**
 - Some are more familiar with EV than others
- **Need Surround Sound**
 - They'll need to be surrounded by support – and in an ongoing way



This Purchase Is Different...

A New “Tech Device” and a New Way of Life Calls for a New Onboarding Approach

We will need both “user onboarding” and “customer onboarding”

Functional Onboarding



Help consumers easily understand the complexities of their vehicles new and exciting features.

The goal is to Increase engagement rate – continuous usage – by providing continuous value.

Relational Onboarding



Help consumers understand the value of being an owner and help them build a sense of loyalty to the brand and the community.

They’ve changed their lives by going with EV, and for many they’ve joined a new brand...

We've Studied Best Practices

We mined internal data, benchmarked the competition and looked outside the industry

BLAZER EV CRM DATA

Understand our buyers

Tech Guru

64% - I consider myself an expert when it comes to new technology

39% - Vehicle tech, specs, features as reason for reserving (#1 reason)

Style Setter

73% - It's very important to be an individual, not just part of the crowd

71% - The vehicle I drive expresses my personal style

Thrill Seeker

51% - I enjoy driving fast just for the fun of it

14% - Need for speed is reason I'm excited to own (#4 reason)

Everyday Practical

72% - I like to take care of things on my own instead of hiring others

20% - Size of vehicle as reason for reserving (#3 reason)

GM BEV JOURNEY MAPS

Know their needs



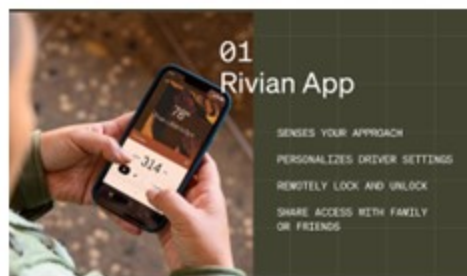
CROSS-BRAND INSIGHTS

Learn from Hummer and LYRIQ



OTHER EV PLAYERS

Learn from the Teslas and Rivians



TECH PRODUCTS AND SERVICES

Study good *user* onboarding



Get started

Set up a few basic features before you start using your new iPad.

[Setup basics >](#)

LIFESTYLE BRANDS

Study good *relational* onboarding



We've Mapped Pain Points and Moments That Matter

CELEBRATE



- Celebrating is #2 positive moment
- But Chevy owners feel less celebrated than other owners
- They do joy ride, post on social media, and tell friends/family

"We took so many pictures you'd think it was a new baby."

FAMILIARIZE



- Exploring the app is #1 most impactful for EV owners to get familiar
- But they try multiple things from user guides to blogs
- They could use a knowledgeable human

"I knew more than the dealer. They seemed relatively ignorant about most of the features."

CUSTOMIZE



- They pair their phone, set preferences, set up home charging, save settings for other drivers, install in-vehicle apps, and set voice commands
- Plus buy accessories and add their flair!

"It's like a spec home; you go in and think I'm changing this, I'm changing that... You drive it for a week and then you figure out what you need."

GET READY



- Preparing is key. They're over "range anxiety" but know they need to plan
- They also want to select in-vehicle entertainment and check weather

"Every long drive is a major research project."

DRIVE



- Driving is at the core of it all – #1 in emotion across journey and the most impact in Use
- But they want know what's different from ICE and avoid dangerous situations

"Concerned about speed and hills on a long drive out of vehicle range because it uses too much battery."

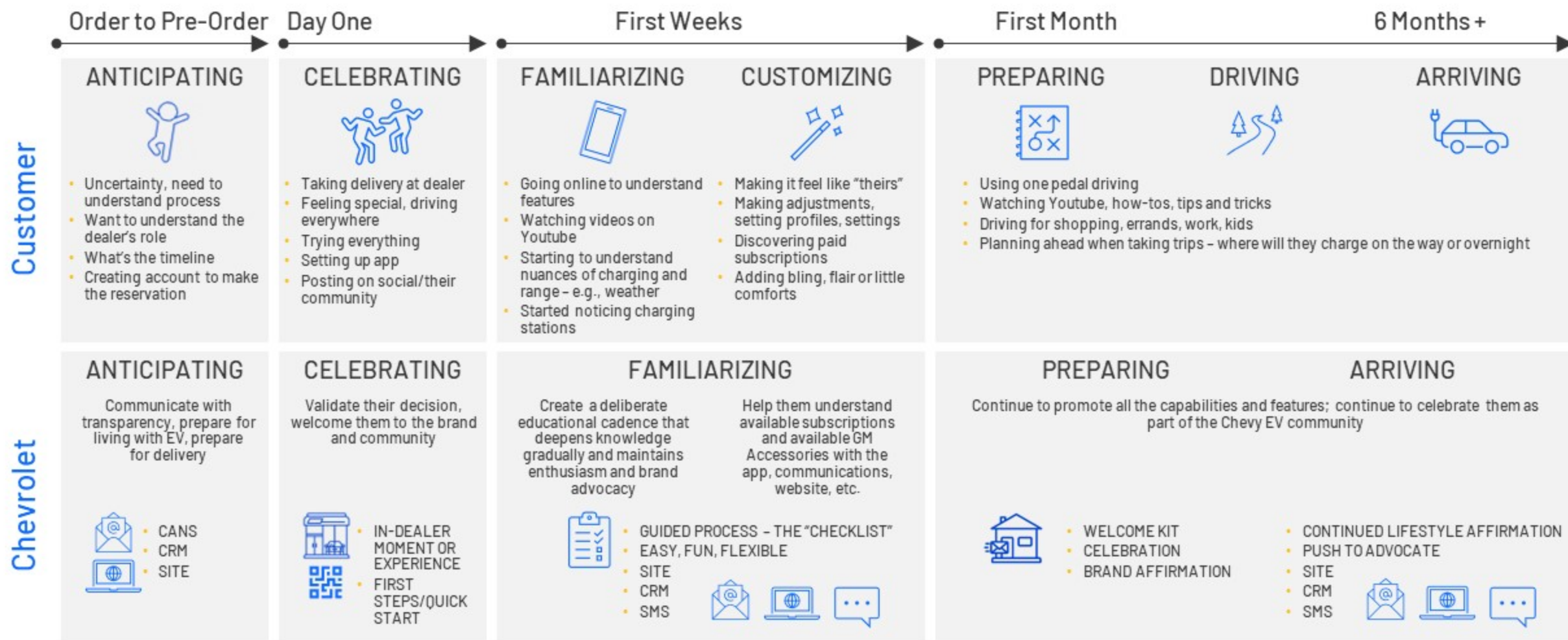
ARRIVE



- Once they get to their destination, they're still extra effort for them
- They want help with parking and to locate charging station

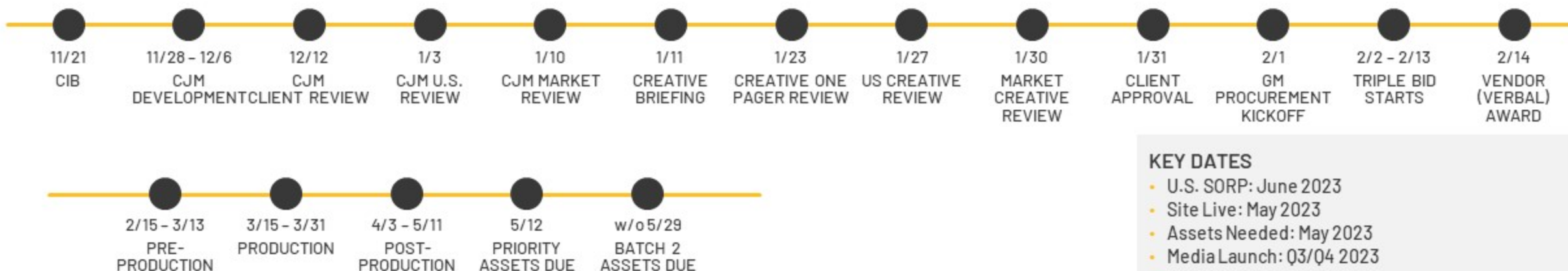
"Live view from car's cameras via smartphone app would be nice."

We're Planning End-to-End



High-Level Milestones

Content Audit	Content Audit	Content Audit	Integrate	Integrate
- Client Input Brief - CJM Development (4 weeks) - CJM Review and Approval - Global Client, Lead Market, Global Markets - Creative Brief Development	- Creative Approach Development - Creative Approach Review and Approval - Creative Platform - Vendor Lists/Shot List - CGI Ad-Hoc Analysis	- Procurement - Bidding and Vendor Award - Location, talent, wardrobe, shooting boards, stakeholder reviews	- Print Shoot - Tech scout, Wardrobe, Vehicle-Walkaround, Pre-Pro Meeting - Video Shoot - Tech scout, Wardrobe, Vehicle-Walkaround, Pre-Pro Meeting	- Review Selects and Retouching - Video Edits/Rough Cuts - Selects and Rough Cuts Review - Global Client, Lead Market, Global Markets, GM Legal/Safety, GM Leadership - Print Proofing Reviews - Priority Assets - Social Inspiration (post final assets)



KEY DATES

- U.S. SORP: June 2023
- Site Live: May 2023
- Assets Needed: May 2023
- Media Launch: Q3/Q4 2023
- Vehicle Available: February - April
- UDM Data Available: Currently available

Local Competitive Landscape

Showcase key ICE/EV creative work done by your competitors in your market.

Competitor 1:

Key ICE Creative Work:

Key EV Creative Work:

Competitor 2:

Key ICE Creative Work:

Key EV Creative Work:

Competitor 3:

Key ICE Creative Work:

Key EV Creative Work:

Local Competitive Landscape

Showcase notable competitors in your market. Outline their tagline, main message, and any other notable elements

Competitor 1: **Ford**

Tagline:
Go Further

Main Message:
They are "America's Automakers"

Other Notable Elements:
**They began a few new partnerships –
Red Bull F1, Sustainability 2030**

Competitor 2: **Hyundai**

Tagline:
New Thinking, New Possibilities

Main Message:
**They have a "passion for progress and a
drive for improvement"**

Other Notable Elements:
**Launched a new mid-size family SUV
recently**

Competitor 3: **Toyota**

Tagline:
Let's Go Places

Main Message:
**They will "lead the future mobility society,
enriching lives around the world with the
safest and most responsible ways of
moving people"**

Other Notable Elements:
**Their social media consists mainly of
scenic imagery; no human elements**

Local Competitive Landscape

Competitor 1: **Ford**

Key ICE Creative Work:

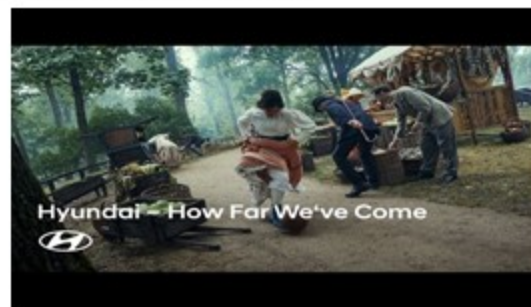


Key EV Creative Work:



Competitor 2: **Hyundai**

Key ICE Creative Work:

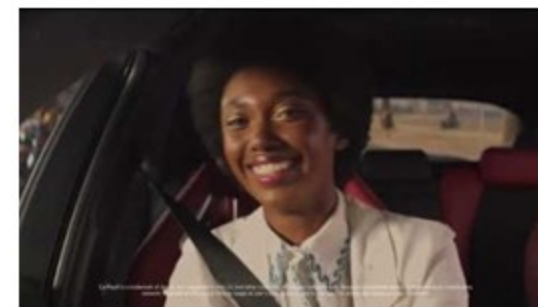


Key EV Creative Work:



Competitor 3: **Toyota**

Key ICE Creative Work:



Key EV Creative Work:





Part One

Brand Foundation and Architecture



Part Two
Expressing the Second Century of Chevrolet





Welcome to the Second Century of Chevrolet



Why is it critical to embrace the Chevrolet brand at this time?

Aligning Team Members

With such a massive brand, this effort provides a clear shared vision and inspiration for all team members at Chevrolet and its partners.

Shifting Our Approach

With the move to multi-model and cross-product initiatives, this effort will create more efficient spending across all properties, agencies and tiers.

Resetting for the Future

Acting as a reset coming out of a tough year, this project provides a renewed focus on the brand.

Increasing Collaboration

Putting a framework around the marketing we create for Chevrolet will encourage a culture of meaningful dialogue and consistency across all its partners.

Our Place in Pop Culture

- We greatly respect our place in General Motors, but we are also proud of the impact we've had on the world. There have been more songs written about Chevrolet than any other car brand. and when it comes to movies, we don't merely appear in them, we take a starring role. Look no further than the Bumblebee Camaro in TRANSFORMERS and the Chevy Blazer EV that helps rescue Barbie in the Barbie Movie.



Key Insights from Participants in Canada

1. The Canadian consumers believe that the **American Dream is very much an attainable aspiration, but one that has become difficult to achieve** with time.
2. They play **influential roles in their families** (decision-makers, bread-winners) but also rely on their loved ones for the motivation to keep working hard.
3. They feel that they **spend their lives fulfilling responsibilities** and solving everyday problems at home; with no time to do things they love.



Key Insights from Participants in the Middle East

1. The Middle Eastern participants consider their vehicle to be more than just a car. To many, it is a **symbol of their independence and success**.
2. They look to their **family for downtime**, but also consider running a home nothing short of running a business.
3. Middle Eastern participants look for vehicles that **meet the needs of everyday drivers** while also offering them the **power, comfort and versatility to succeed** in any situation.



Key Insights from Participants in Mexico

1. The Mexican participants look at success in terms of houses and cars both a **measure of their journey to their success and a form of security for their family**.
2. They consider their **family to be their priority, but also look for joy and excitement at work** in order to bring balance to their lives.



Key Insights from Participants in China

1. The Chinese consumers look at the American Dream as **a distant but aspirational concept**.
2. Their **biggest motivation in life is their families**. Everything they do is to provide for their loved ones, but this also makes them miss out on other aspects in life.



Key Insights from Participants in Brazil

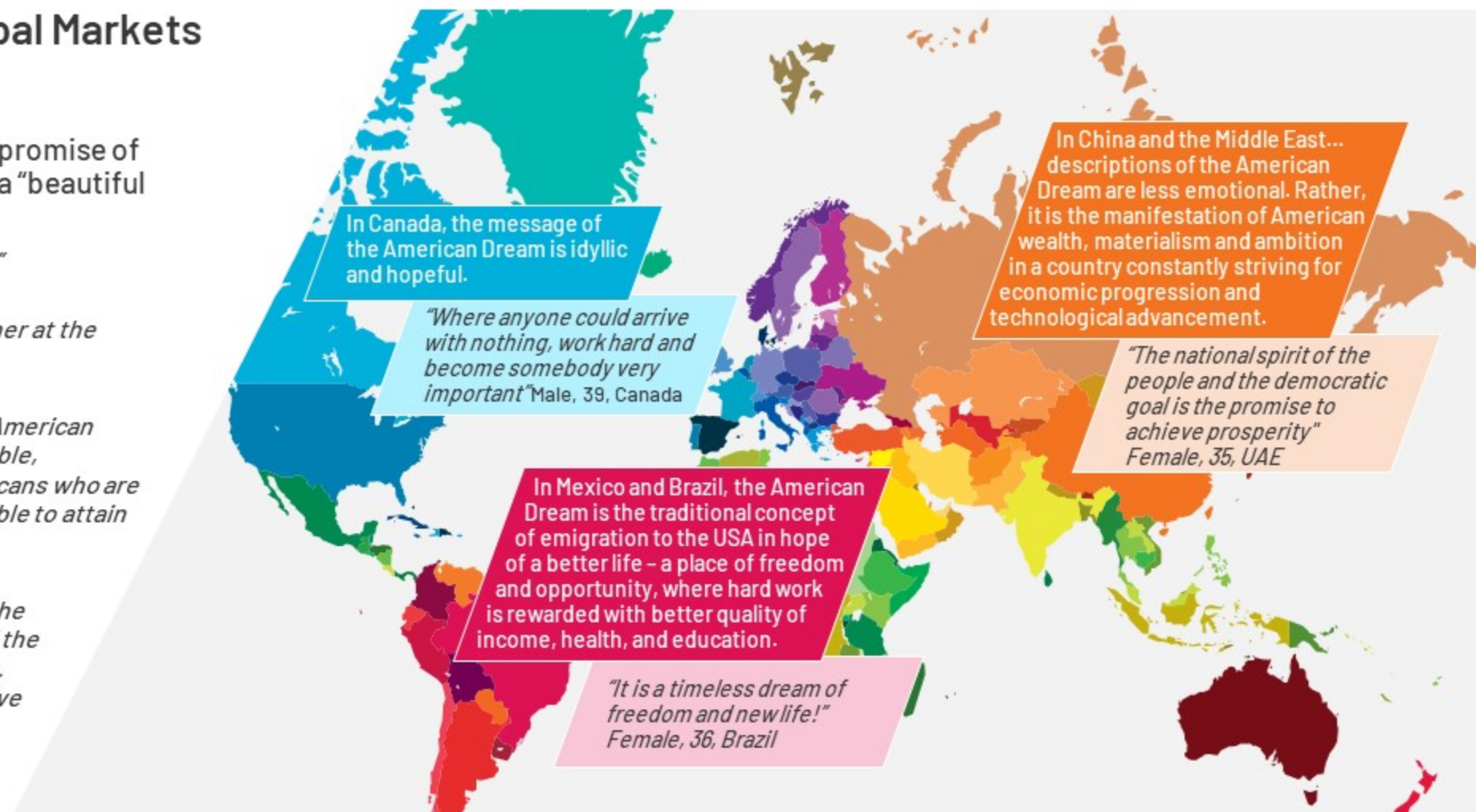
1. The Brazilian participants put great **focus on family values and traditions** and like to spend their downtime with their loved ones.
2. They **look for a reliable, dependable vehicle** that would be the **right fit for the entire family**.



American Dream in Global Markets

Is the American Dream an honest promise of freedom and opportunity? Or is it a "beautiful fantasy," "a dreamland?"

- *"Not everything that shines are gold."*
Male, 25, Mexico
- *"A global, elitist lie to make a few richer at the reason of impoverishing others."*
Male, 49, Mexico
- *"I would love to see us create a new American Dream that's attainable ... a sustainable, interconnected community of Americans who are all living healthy and happy and are able to attain their goals and their dreams."*
Female, 30, U.S.
- *"Live your dream, if that aligns with the American Dream, great, but a part of the American Dream is living your dream. You have the free will and ability to live your dream."*
Female, 30, U.S.



Defining "The Dream"

The American Dream's core principles are recognized universally.
What does it look like to achieve "The Dream" in your market?

- Bring to life the core principals from our research to embody "The Dream" in your market with images or descriptions.

**PRIORITIZING
FAMILY**

**RELENTLESS
HARD WORK**

FREEDOM TO BE

**LOVE OF
LAND AND NATURE**

BUILDING LEGACY

Defining "The Dream"

The American Dream's core principles are recognized universally.
What does it look like to achieve "The Dream" in your market?

- Bring to life the core principals from our research to embody "The Dream" in your market with images or descriptions.

PRIORITIZING FAMILY



- Taking the family out for a holiday to Europe over the summer, with no worries or limitations in mind

RELENTLESS HARD WORK



- Working overtime at the job without any complaints to be able to send one's daughter to an Ivy League university

FREEDOM TO BE



- Taking a drive with one's spouse with no destination in mind; just exploring and enjoying the freedom to be

LOVE OF LAND AND NATURE



- Nurturing a kitchen garden in the backyard and enjoying a fresh tomato that one grew themselves

BUILDING LEGACY



- Putting up picture frames having core family memories around ones whom for the coming generations to live with



Thank You

