

KEEP SPRINGS GROOVY

THE ELEVATE GROUP



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ELEVATE GROUP



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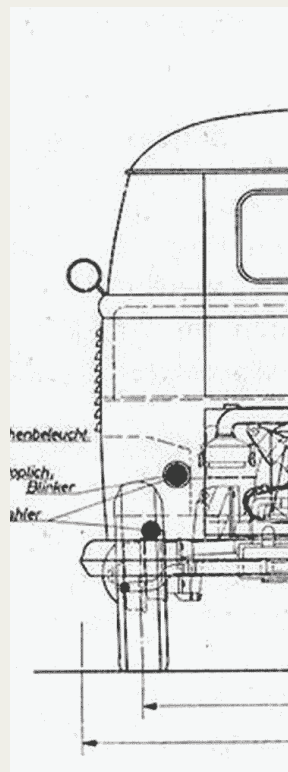
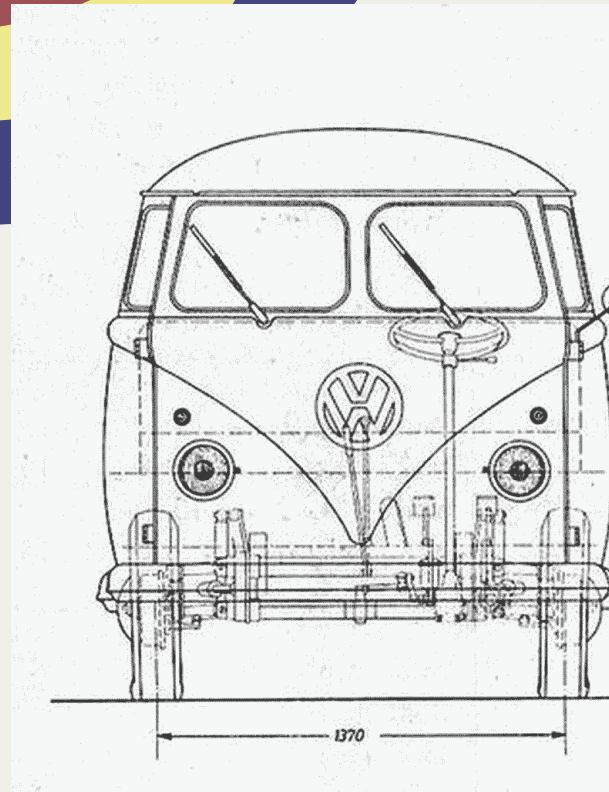
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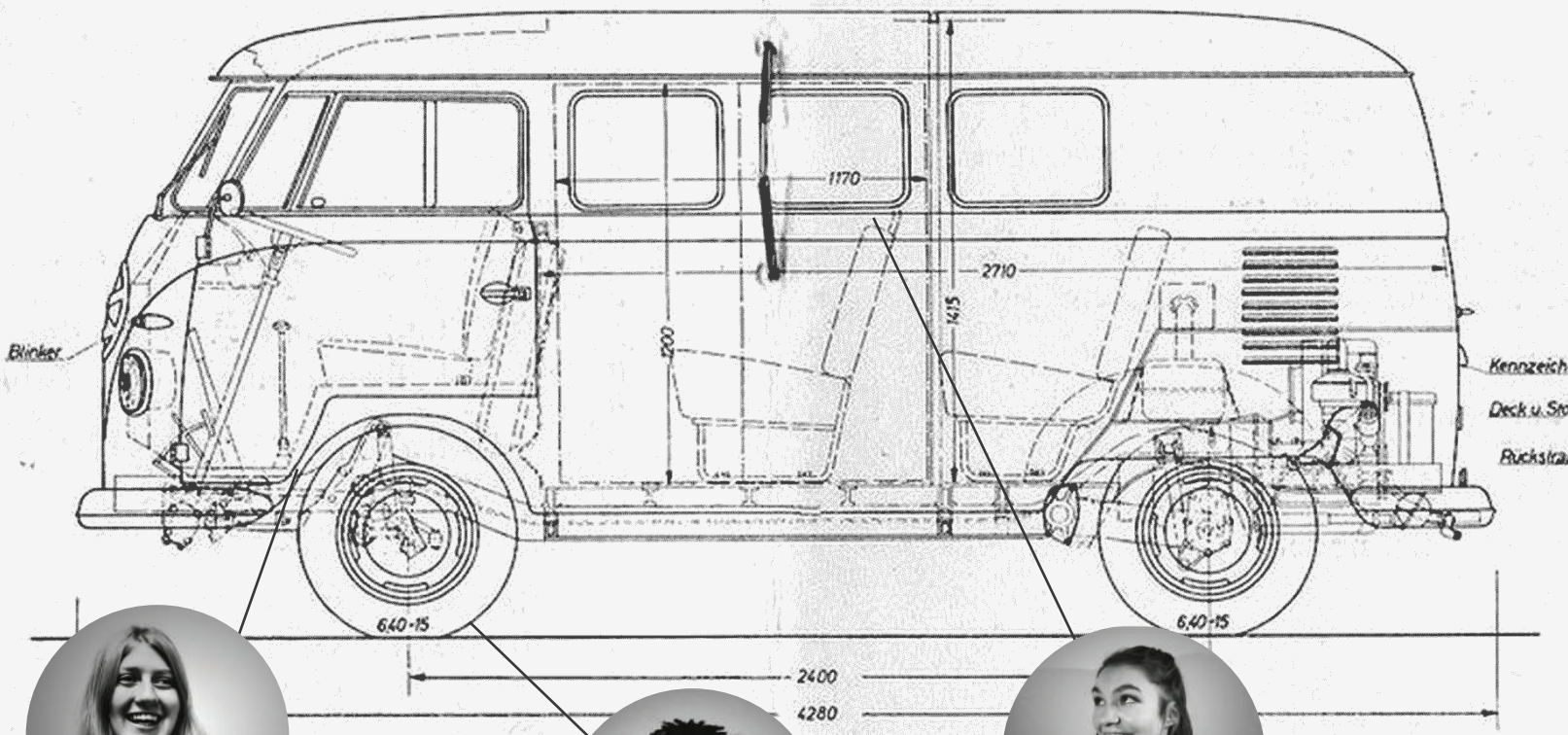


CALL TO ACTION



BUDGET RECAP





REBEKAH
POSITIONING SPECIALIST



JOB
CREATIVE DIRECTOR



STEPHANIE
PR SPECIALIST



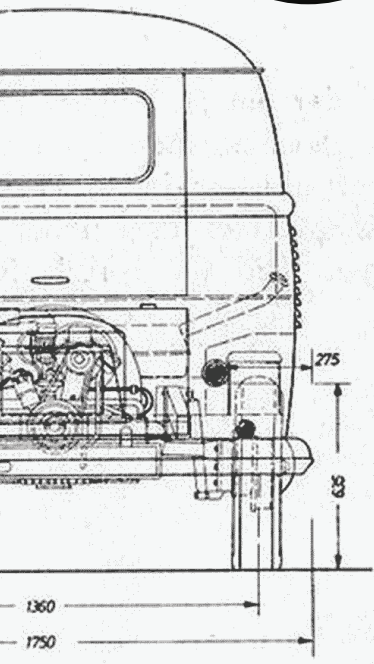
THEA
MEDIA PLANNER



SERENA
MEDIA STRATEGIST



LAUREN
ACCOUNT EXECUTIVE



The Elevate group is a full-service, communications agency based in the heart of Austin. We strive to elevate small businesses toward achieving their goals through remaining true to our values of creativity, collaboration, efficiency, and going beyond what is expected. We are led by a passionate group of learners, thinkers and creators. For us, simply providing a service is not good enough – we aim to solve problems and push to get our clients not only noticed, but remembered.

In Austin, we are at the center of “weird.” It is in our blood to explore and to push the boundaries with our campaigns, while simultaneously remaining accountable and always driving towards the brand’s success.

- Public Relations**
- Advertising**
- Graphic Design**
- Grassroots Marketing**

EXECUTIVE SUMMARY

The Elevate Group has created a comprehensive strategy to facilitate Groovy Automotive's launch in Colorado Springs that is sure to successfully raise awareness and begin fostering loyalty from its two target audiences, the Young Hot Rods and the Old Classics.

The first strategic segment is to hit the gas with a grand opening event. Promotional materials will drive buzz and attendance, and incentives at the event will work to build a customer database for future advertising efforts. This database can be used for emails offering information about Groovy Automotive and building a rapport with their disarmingly quirky attitude; coupons, discounts, and reviews from partnerships with Groupon and Yelp; and a way to keep a top-of-mind position in the local area without a high overhead.

The second strategic segment is what we call power steering; where consumer engagement is a priority as coupons become redeemable and a multimedia attack begins. Control of online searches, newspapers, radio, gas station advertising space, and the newly generated email list will help to reach customers at their point of need and extend a perfectly-timed helping hand.

The third strategic segment is cruise control, albeit with an attention to quality work that the name might not suggest. The goal in this stage is to solidify relationships with Colorado Springs' groovy community through constant positive contact such as loyalty programs and the development of an app to check garage wait times, sign up for appointments, and experience grooviness at any time of day.

This media plan keeps Groovy Automotive under their \$15,000 budget, with 41.63%, 41.68%, and 16.69% spent per respective flight. Each media type utilized was selected carefully based on the target demographics and the media they tend to inhabit. Special consideration was given to media that will strike the targets at the points they give the most thought to their automobiles, such as at gas station pumps (9% of the budget) and listening to the radio on their commute (45.3%).

The Elevate Group has put dedication into our research of the most effective strategy for Groovy Automotive's expansion. We are confident that we can help elevate Groovy Automotive to their rightful position as the go-to stop for all vehicle owners in their new neighborhood.



COMM PLATFORM



Our Media Vision

Groovy Automotive's goal is to become the new go-to spot in the neighborhood for automotive services. We hope to inform our customers about our reliable, trustworthy, and friendly service through welcoming them into the groovy community . The objective is to foster a communal environment around automotive service, providing customers with interactive experiences through Groovy's social engagement. Groovy is turning automotive service from a chore to an easy, pleasant experience.

5 MEDIA OBJECTIVES & MEASUREMENT

Hit The Gas

We want to generate buzz about Groovy coming into town. The objective is to make the community aware of our grand opening and introduce them to the brand essence of Groovy. We simply want to get people enthusiastically talking about Groovy, drive traffic to our opening event and build incentives to register those who participate into a customer database.



Power Steering

The goal of flight two is to encourage potential customers to come in and redeem discounts and coupons. We want to build on the “new neighbor” feeling we generated with our opening, but dive into using a multimedia platform to reach consumers at their point of need. Through the already reached Groovy customer base and the newly informed consumers, we hope to start having consumers engage with Groovy creating an influx of followers, fans and reviews.

Cruise Control

In the final stage of our plan, our goal is to have fully solidified our relationship with the groovy community in Colorado Springs. We want to generate loyalty through repeat purchase programs and generate credibility through partnerships and endorsements. In addition, it's important to emphasize our quirky personality on site. Finally, we will extend into the print channel to engage a new group of consumers with our message.

FLIGHT ONE

Save The Groovy Date

To generate buzz and excitement for Groovy's arrival and to ensure that people come to the grand opening kickoff party, we will initiate our plan one month prior to the opening. We will focus on OOH and radio, as demographic research reveals that people in CO Springs have a longer than average commute time. The goal is to have people see and hear about Groovy as much as possible when they drive around, save the date for our kickoff event, and have Groovy in mind as a future choice for auto service. We want to make an entrance and spread the word with simple, authentic, and coherent messages such as "Save the Groovy Date--celebrate with free hotdogs, music, and car care prizes!"

Groovy Family Benefits

After the first month of billboard and radio messaging, we hope that people recognize Groovy's name and have heard about the kickoff event. Starting one month before the event, we will distribute well-designed Groovy invitations that include information about Groovy's new location and our grand opening event, a list of Groovy's services, and a discount offer. The invitation works as a second reminder for the grand opening event, and functions as a more detailed introduction to the brand and its services. Elevate will promote Groovy from a brand that has only being seen and heard along the way to a familiar company that is tangible and memorable.

Stay Social

We will record every milestone as we are launching in Colorado Spring on our social media. During the first flight, we will keep social media simple with a focus on community and people rather than transactional offers. We will also set up a cool photo spot and have people use our hashtag to receive discounts. We will start our first email campaign with a post-event follow up, remind people to come back to redeem their prize and encourage them to visit our social media for event recep and future promotions. We will also be launching a Yelp campaign and will use email and social media to spread the message and to smoothly transition into the next flight.

The Kickoff

Now that people have seen and heard Groovy in their car and read about Groovy at home, it's time to welcome people to the new Groovy family. We will create a large stand up banner at the door and have staff ready to hand out tickets for free BBQ sample plates and drinks. While the neighborhood enjoys food and music, we will engage with people through different games and activities. These include "enter your name and email for a lucky draw for a free oil change service" and lucky spinner for other brand collaterals. Essentially, we want to build a sense of community, create a relaxing and accessible brand personality, and collect emails for future promotion and engagement.



FLIGHT TWO

Gas Station

Because Colorado Springs is a big commuter town, when everyone goes to their local gas station they will encounter advertisements at the pumps for Groovy Automotive. Anyone who has seen the billboards or attended the grand opening will be reminded of the automotive shop and anyone who is just hearing about the shop for the first time will remember them as "that advertisement on the gas station pump." If anyone at the gas station is in need of an oil change or new tire, then they are in luck. The purpose of this medium is to remind or advertise for the first time in an unusual, but related location where the attention is already on the automotives.

Print

During September through October, Groovy Automotive will have one insertion in both the Colorado Springs Independent and the Cheyenne Edition because these magazines have a large circulation in the area. Print is important in our campaign because it reaches another audience and spreads the word about Groovy to all readers. Unlike TV, readers cannot skip over advertisements as easily and we can provide more about the services that we offer in print, so readers get a better understanding of how we can help them.

Radio

Commuters drive through town everyday with the majority in their own cars listening to the radios. By using radio after the opening, Groovy can reach people about an oil change right as their car light comes on to tell them they need one. Advertisements on the radio promote awareness and are playing frequently on many channels throughout one drive across town. Radio advertisements for Groovy Automotive will run September through October with half as much reach than after the grand opening because the purpose of running these ads is to reach and remind.

Email

Groovy Automotive wants to be a neighborhood garage, so they will create a feeling of a small business with a mass-emailing program that will send specials or just reminders about needing an inspection or oil change to their loyal customers and anyone else who wants to sign up. Emails collected from the grand opening will be included in this list and hope to double this list and hope to double in the months to come beginning in September. Customers will be reminded of basic needs for their cars and of the discounts offered before, so that they can engage with Groovy.



SEM

Anyone in the Colorado Springs area searching for "Groovy Automotive" or "Colorado Springs Automotive" will come across Groovy's website and services. We will create brand awareness for Groovy Automotive in the area and its prime location in Old Town. These hits will increase the flow of viewers on the website and other social media sites alone. Impressions will increase and so will potential customers through brand recall online.



FLIGHT THREE

Loyalty Program

Brand loyalty in the automotive industry is beyond important, for the success of any company. Groovy wants to honor and reward those customers that continue to trust their business with their vehicles. For those that commit to being a part of the Groovy family (meaning 10 visits with a value of at least one oil change), a reward of a free oil change will be granted. This will be implemented via a Groovy punch card.

Radio

Groovy will use the AM and PM slots to provide vehicle owners with information on seasonal promotions. We will also aim to use this medium to announce the community events and garner as much public interest as possible. We have already used radio in our other flights so we are decreasing the budget in the attempt to be more efficient in reaching new targets.

Mass Emails

For those who have ever purchased any service or item from our new location, a mass email will hold special discounts to preserve customer loyalty. In a way that mimics greeting cards, Groovy will hope to invoke the idea that they truly care about each customer, and will go out of the way to reach them. Along with this, we want to show off the unique features of service that Groovy has created which connect the brand to the community. Multiple widgets will hold local news, Groovy news, and Groovy jokes.

Social

Using Yelp, and encouraging crowd sourced reviews we hope to increase reputability as an auto shop in the area. We will promote reviews by posting the top reviews on our app in sliding banners, as well as have them across the screens in the shop. We will also budget in SEM results within Yelp, in order to stay top of mind.

| Newspapers | | | | |
|------------------------------------|-------------|--------------------------------|--------------------------------------|-----------------|
| Publication | Circulation | 1/4 page BW | 1/2 page BW | Color Page |
| Colorado Springs Independent | 36,000 | (1) \$920 (6) \$765 (13) \$665 | (1) \$1,675 (6) \$1,375 (13) \$1,080 | |
| Cheyenne Edition | 16,444 | (1) \$314 (6) \$259 (13) \$237 | (1) \$588 (6) \$483 (13) \$420 | no c |
| Colorado Springs Business Journal | 1,755 | (1) \$655 (2) \$590 (13) \$470 | (1) \$1,215 (2) \$1,100 (13) \$860 | plus \$25 per p |
| | | | | |
| | Circulation | Price per column inch BW | Price per column inch Color | |
| Colorado Springs Gazette (weekday) | 41,900 | \$51.55 | \$73.22 | |
| Colorado Springs Gazette (weekend) | 55,262 | \$62.88 | \$92.40 | |

| Magazine | | | | |
|--------------------------------|-------------|---------------------------------------|---|-----|
| Publication | Circulation | 1/4 page | 1/2 page | 1 p |
| Colorado Springs Style (Color) | 20,000 | (1) \$950, (3) \$855, (6) \$808 | (1) \$1706, (3) \$1535, (6) \$1450 | (1) |
| Colorado Springs Style (B&W) | 20,000.0 | (1) \$713, (3) \$631, (6) \$606 | (1) 1280, (3), \$1151, (6) \$1088 | N/A |
| <u>LivingWell</u> | 114,800+ | (1) \$475, (4) \$355, (8) \$310 | ((1/3 page)) (1) \$850 (4) \$635 (8) \$550 | (1) |
| Colorado Parent | 45,821 | (1) \$1,260, (3) \$1,134, (6) \$1,008 | (1) 2,100, (3) 1,890, (6) 1,680, (12) 1,365 | (1) |

| Radio: 18+, 00:60 | |
|-----------------------|------------------|
| Radio Daypart 4Q17 | CPP** 60 secs |
| AM | \$42 |
| Daytime | \$38 |
| PM | \$46 |
| Evening | \$20 |
| Event | |
| Tables rental | \$12/ table |
| Chairs rental | \$1.50/ chair |
| Cover Band | \$150/ hour |
| Employees | \$10/ hour |
| Food Truck | \$100/ hour |
| Raffle for oil change | \$39/ oil change |

| ONLINE | |
|-----------------------------|-------------|
| Blog Displays | \$3,000 |
| SEM | |
| Search Terms | Bid (CPC) |
| Groovy Automotive | 1.52 |
| Groovy Automotive and Lube | 1.41 |
| Automotive Machine Shop | 3.55 |
| Tire Repair Shop Near Me | 3.34 |
| Colorado Springs Automotive | 3.64 |
| Social | |
| Yelp | 50\$/ day |
| Mass Email Program | \$14/ month |

MEDIA MENU

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| age |
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| |
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| |

+ GRAND OPENING

+ NEIGHBORHOOD EVENTS

| |
|---|
| |
| age/ issue |
| \$2,635, (3) \$2,363, (6) \$2,231 |
| A |
| \$1,400 (4) \$1,050 (8) \$910 |
| \$3,465, (3) \$3,119, (6) \$2,772, (12) \$2,251 |

| TV, 00:30 | |
|------------------------|--------------|
| TV Daypart 4Q17 | CPP |
| Prime Access | \$99 |
| Prime | \$118 |
| Late News | \$88 |
| Late Evening | \$91 |

| Printed Materials | |
|----------------------|----------------------|
| Fliers | \$0.18/ flier |
| Loyalty Cards | \$0.02/ card |

| OOH | | |
|--------------------------------|--|------------------------|
| Vehicle | Category | Cost per ad/ month |
| Billboards | Large | \$1,500-5,000 |
| | Medium | \$700-\$3,000 |
| | Small | \$300-\$800 |
| Buses | Bus Stop | \$150-600 |
| | Bus Interior | \$25-125 |
| | Bus Exterior Tail | \$150-450 |
| Gas Station Advertising | Top of Pump TV | \$395-\$695 |
| | (per gas station, per 4 wk period) Gas Pump Main TV | \$1,195-\$1,395 |
| | Ice Chest | \$600-\$1,200 |
| Banners (outdoors) | Street Banners | \$280-\$450 |
| Other | Bench | \$75-400 |

BUDGET RECAP

FLIGHT TWO

| Item | Cost | % of flight | % of total budget |
|--------------------------------|-------------------|---------------|-------------------|
| Gas Station: | | | |
| Top of Pump TV | \$1,350.00 | 21.50% | 9.00% |
| Print: | | | |
| Colorado Springs Independent | \$920.00 | 14.72% | 6.13% |
| Cheyenne Edition | \$314.00 | 5.02% | 2.09% |
| Print total: | \$1,234.00 | 19.74% | 8.22% |
| Mass Emailing Program: | \$28.00 | 0.45% | 0.18% |
| Radio: | \$1,940.00 | 31.03% | 12.93% |
| Digital SEM: | | | |
| "Groovy Automotive" | \$608.00 | 9.72% | 4.05% |
| "Colorado Springs Automotive " | \$1,092.00 | 17.47% | 7.28% |
| Total SEM: | \$1,700.00 | 27.19% | 11.33% |
| Total Flight: | \$6,252.00 | 100% | 41.68% |

FLIGHT THREE

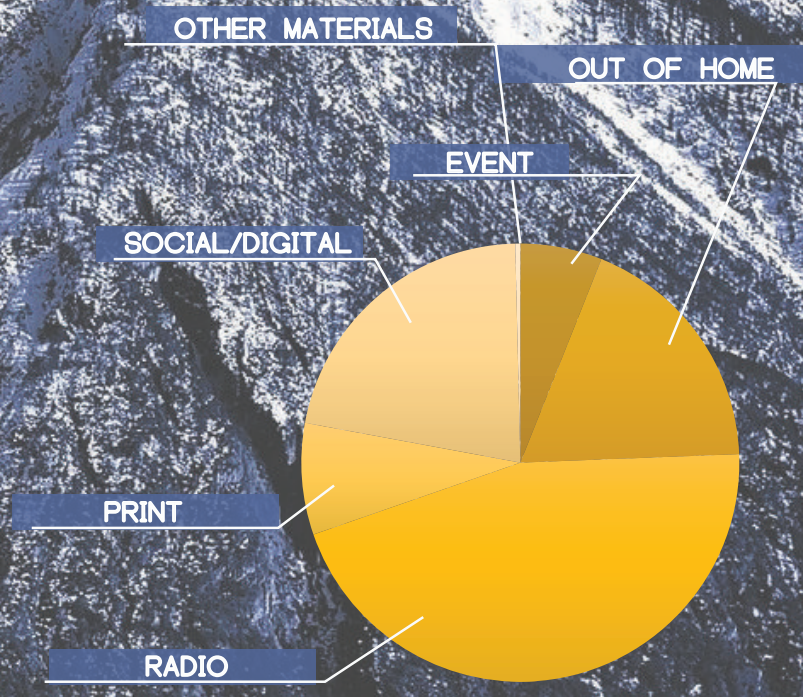
| Item | Cost | % of flight | % of total budget |
|--------------------------------|-------------------|----------------|-------------------|
| Customer Loyalty Cards: | \$10.00 | 0.40% | 0.06% |
| Mass Emailing Program: | \$14.00 | 0.56% | 0.09% |
| Radio: | \$970.00 | 39.11% | 6.46% |
| Social: | | | |
| Yelp | \$1,500.00 | 60.48% | 10.00% |
| Total flight: | \$2,494.00 | 100.00% | 16.69% |

FLIGHT ONE

| Item | Cost | % of flight | % of total budget |
|------------------------------|-------------------|---------------|-------------------|
| Grand Opening: | | | |
| table rental | \$60.00 | 0.96% | 0.40% |
| chair rental | \$60.00 | 0.96% | 0.40% |
| cover band | \$450.00 | 7.12% | 4.00% |
| employees | \$96.00 | 1.54% | 0.64% |
| food truck | \$200.00 | 3.29% | 1.33% |
| raffle of a free oil change | \$39.00 | 0.62% | 0.26% |
| Grand Opening total: | \$905.00 | 14.49% | 6.03% |
| Mass emailing program | \$14.00 | 0.22% | 0.09% |
| Billboards | \$1,400.00 | 22.42% | 9.33% |
| Radio | \$3,880.00 | 62.14% | 25.87% |
| Fliers | \$45.00 | 0.72% | 0.30% |
| Total Flight: | \$6,244 | 100% | 41.63% |

BREAKDOWN

| | | |
|------------------|------------|--------|
| Event | \$905 | 6.04% |
| OOH | \$2,750.00 | 18.35% |
| Radio | \$6,790.00 | 45.30% |
| Print | \$1,234.00 | 8.23% |
| Social/Digital | \$3,256.00 | 21.72% |
| Other Materials: | \$55.00 | 0.37% |



FLOW CHART

| Media Type | Total Cost Flight 1 | Vehicle | Vehicle Cost | June | | | |
|--|---------------------|-----------------------------------|---------------------|------|---|---|---|
| | | | | 1 | 2 | 3 | 4 |
| Social Media and Digital Communication | \$14.00 | Mass Email Program | \$14.00 | | | | |
| | | SEM "Groovy Automotive" | \$1.52 | | | | |
| | | SEM "Colorado Springs Automotive" | \$3.64 | | | | |
| | | Yelp | \$50.00 | | | | |
| Print | \$0 | C.S. Independent | \$930.00 | | | | |
| | | Cheyenne Edition | \$314.00 | | | | |
| Radio | \$3,880.00 | Local Radio | \$42,\$38,\$46,\$20 | | | | |
| Out of Home | \$1,400.00 | Billboards | \$700.00 | | | | |
| | | Gas Station TV | \$450.00 | | | | |
| Event | \$905 | table rental | \$12.00 | | | | |
| | | chair rental | \$1.50 | | | | |
| | | cover band | \$150.00 | | | | |
| | | employees | \$8.00 | | | | |
| | | food truck | \$100.00 | | | | |
| | | raffle of a free oil change | \$39.00 | | | | |
| Print Materials | \$45 | flier invitations | \$0.18 | | | | |
| | | loyalty cards | \$0.02 | | | | |

13 MEDIA VEHICLES

| Flights as a percentage of Budget | |
|-----------------------------------|--------|
| Flight 1 | 41.63% |
| Flight 2 | 41.68% |
| Flight 3 | 16.69% |

| Media Type |
|--|
| Social Media and Digital Communication |
| Print |
| Radio |
| Print Materials |

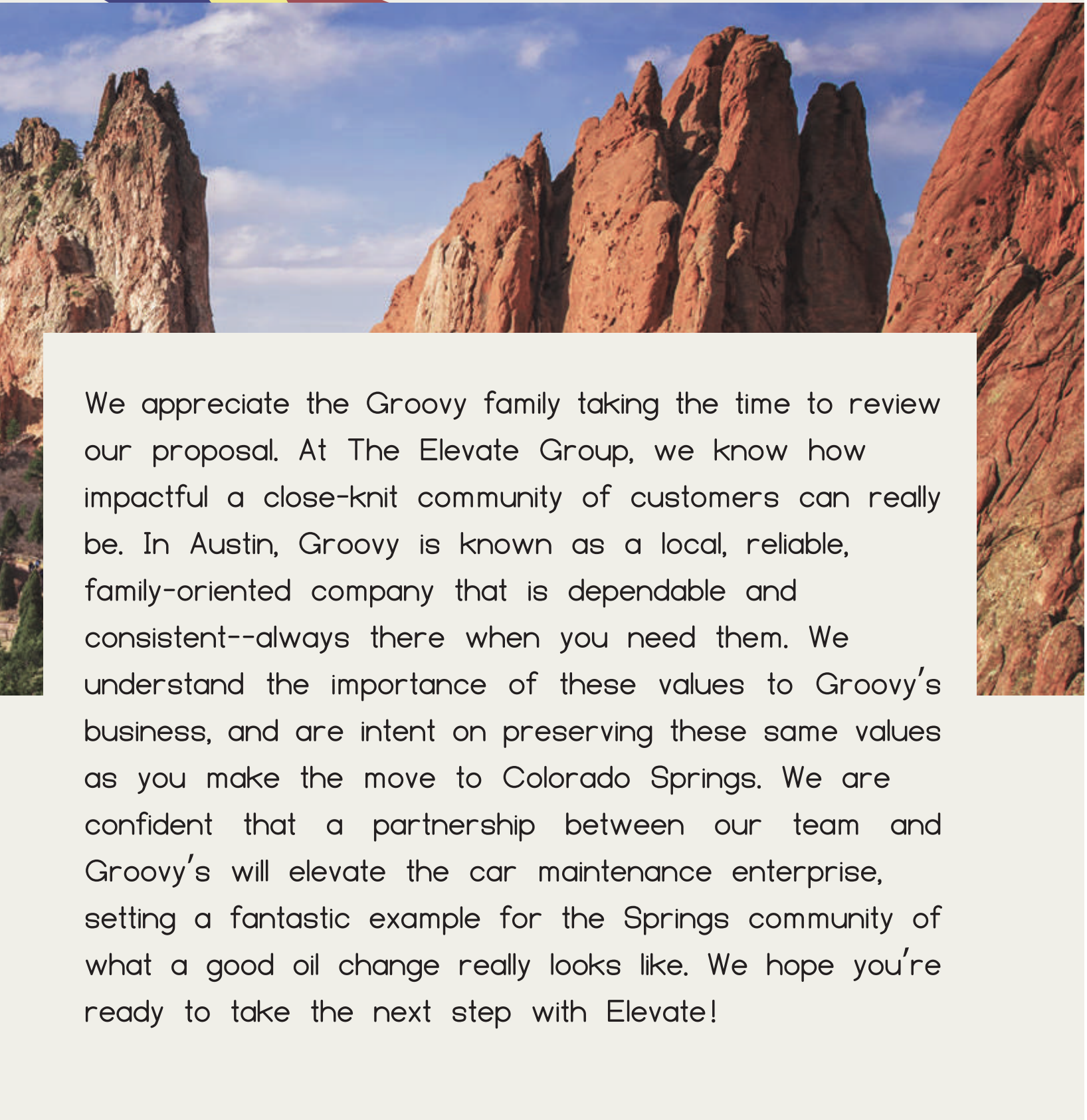
FUTURE SUGGESTIONS



In the future, we recommend that Groovy continue to push email and social to drive an on-going strong conversation with their customers. Once a strong customer base is established, it is imperative to keep it, through events, loyalty programs, and outstanding service. To maximize efficiency and provide an experience tailored to the convenience of our consumer, we decided to create an app for Groovy. One of the biggest pains for the consumer in the auto industry is the wait time they face even for the simplest of tasks, such as an oil change. With the app, the consumer can schedule ahead of time, and check in to their appointments. It is suggested that Groovy bear in mind their competitive set in the area, consistently pushing to hold a solid position in the Colorado Springs market. Following this initial campaign, Groovy will have successfully established themselves as an integral part of the community, and will continue to benefit from the neighborhood's familial atmosphere. After the initial bump in sales settles out, Groovy's methods in connecting authentically with their target audience will prove to remain profitable.

**WHAT'S NEXT?**

CALL TO ACTION



We appreciate the Groovy family taking the time to review our proposal. At The Elevate Group, we know how impactful a close-knit community of customers can really be. In Austin, Groovy is known as a local, reliable, family-oriented company that is dependable and consistent--always there when you need them. We understand the importance of these values to Groovy's business, and are intent on preserving these same values as you make the move to Colorado Springs. We are confident that a partnership between our team and Groovy's will elevate the car maintenance enterprise, setting a fantastic example for the Springs community of what a good oil change really looks like. We hope you're ready to take the next step with Elevate!