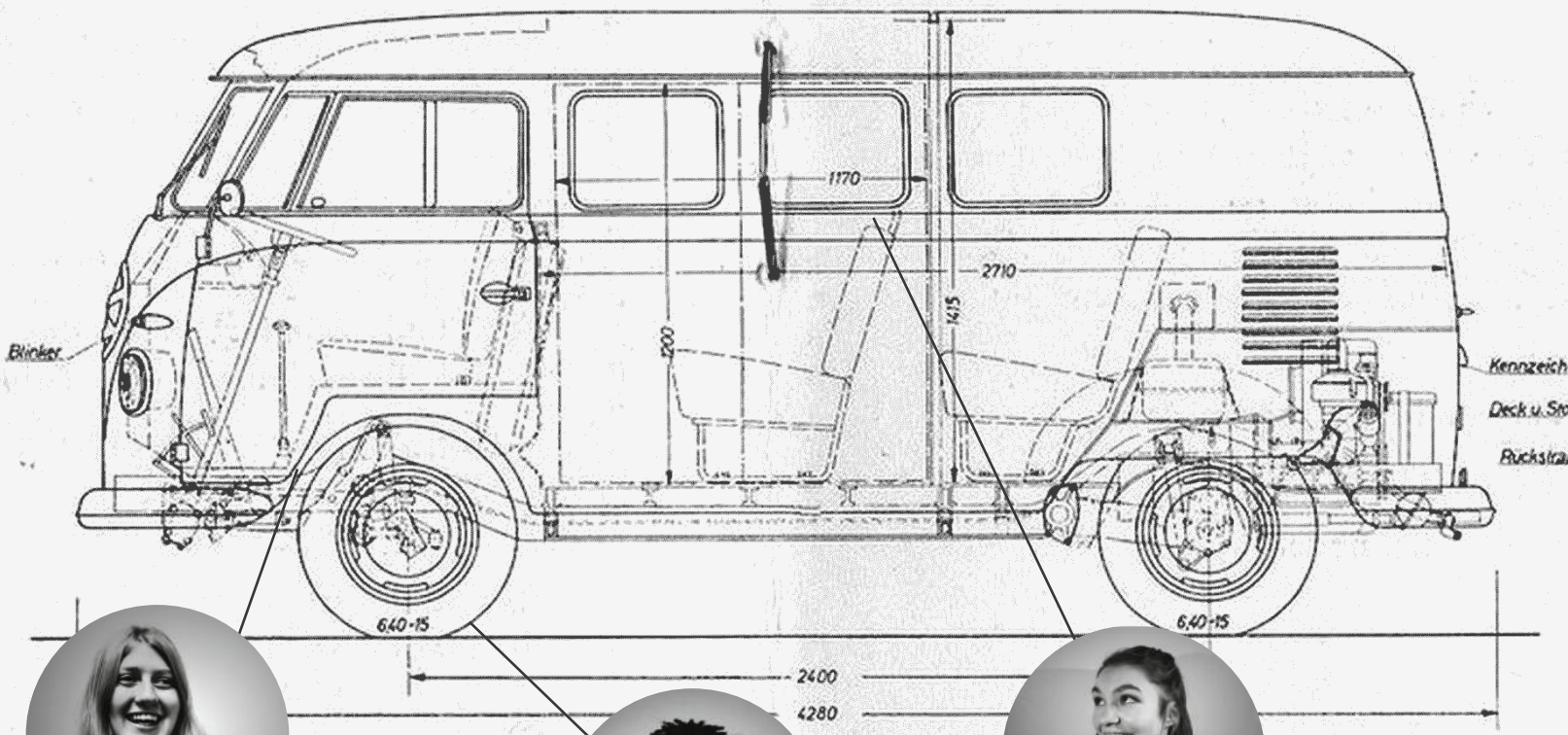


KEEP SPRINGS GROOVY

THE ELEVATE GROUP





REBEKAH
POSITIONING SPECIALIST



JOB
CREATIVE DIRECTOR



STEPHANIE
PR SPECIALIST



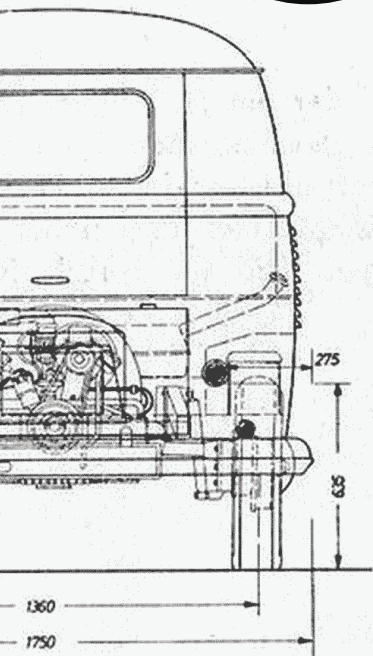
THEA
MEDIA PLANNER



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

Groovy Automotive started in Austin, Texas 1993 with two best friends and a dream to “bring back the honest, neighborhood garage.” Their down-to-earth and musical atmosphere resonated with the Austin community and made them a popular, trusted local shop.

They now offer a wide range of services such as oil changes and brake repair, as well as quality tires and wheels. They pride themselves on the care and honesty that their customers testify to, and stand firmly behind their exemplary customer service.

These virtues have led to successful expansion around Austin, “keeping it weird” with three strongly-established locations. Now, Groovy Automotive has set their sights on entering a similarly funky community in Colorado Springs, CO--and will have its grand opening on June 2, 2018.

The Elevate Group’s research on Colorado Springs has shown that the chosen location in Old Town is a slow-paced paradise of mountain views and long scenic drives. Local residents are on average 48 years old and earn \$47,000 per year; therefore, they need cheap but reliable personal transportation for what are often snowy roads. This is exactly what Groovy Automotive can provide.

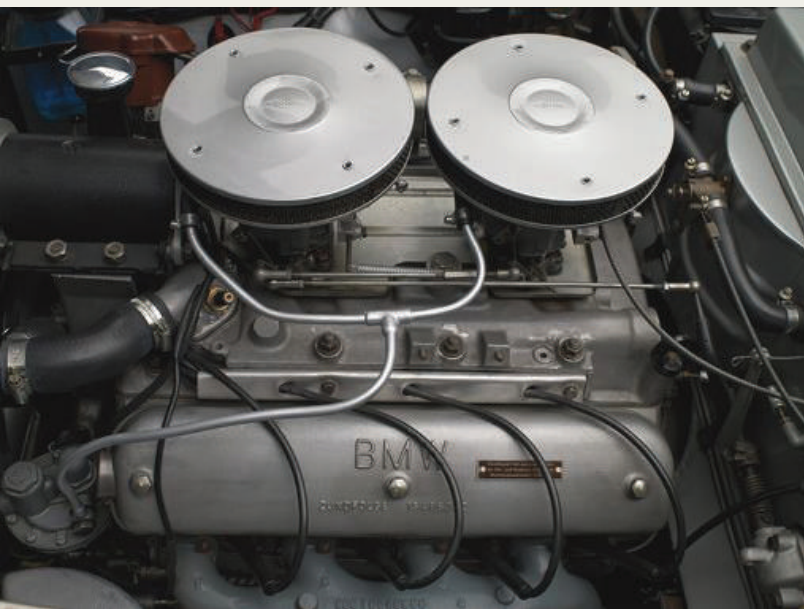
Elevate is confident that Groovy Automotive can position themselves successfully among competitors in Colorado Springs, and has completed a comprehensive profile on Stanley’s Garage, Gray’s Tire and Auto, and Courtesy Automotive Center. Groovy Automotive will set themselves apart through what they’ve always been best at: unparalleled, honest service.



Although Groovy Automotive caters to all walks of life, while they begin to implement their new location, they will focus on creating a core group of loyalists in Colorado Springs: **two-member households aged 35-50 with an annual income over \$45,000**. Typically in technology or management positions, this target tends to have regular commutes, as well as a passion for traveling to outdoor activities.

Elevate is currently considering promotional efforts in newspapers, magazines, television, radio, local websites, search engine marketing, and out of home to precisely target this core group. Elevate will find and recommend those that most directly advance Groovy Automotive’s business objectives.

Elevate has dedicated itself to researching everything Groovy Automotive needs to know to successfully integrate into their new community. They will undoubtedly be a success among an area so uncannily suited to their goals and values.



CAMPAIGN SCOPE

Since 1993, Groovy Automotive has thrived in Austin, Texas as a “neighborhood garage” serving up car repairs and friendly service. The employees like to keep things groovy with a laid-back atmosphere and an authentic representation of how service is done in Austin: fun, reliable, and reasonable. These ideals are exactly why the owners at Groovy Automotive have decided to hit the highway and expand their auto-care to the Old City District of Colorado Springs, Colorado. Colorado Springs is all about the laid-back service and Groovy Automotive looks forward to getting the wheels turning on the new opening.

The new Groovy Automotive garage will be opening on the corner of 27th and Cucharras Street in the Old Town District. The grand opening will take place on the Saturday of June 2nd, 2018. A newly refurbished warehouse will house the garage, but Groovy Automotive will still strive to maintain the “neighborhood garage” feel in its new home. **Twelve weeks into our campaign we aim to have 35% of our target audience aware**

of the Groovy Automotive name, and the basic services provided. Of those 35% we want a baseline of 50% to be aware of our new location. By the end of our campaign we aim to have an increased 50% of our target population aware of the Groovy Automotive name, and the basic services provided; as well as an increase to 60% familiarity with our new location. Sales of an auto repair shop often rely on the frequency of repeat customers, so implementing the promotion of a member plan would be useful, as well as a promo plan. The member plan would also serve to create a community among the customers. **We want Groovy to have at least a spike of 15% growth on its website, with 75% of this growth coming from the Colorado Springs DMA.** We want to implement the promoting of local press coverage. We hope to use community events/ and local marketing to achieve this.

The main incoming business should be geared toward maintenance based services, where high volume can be expected. The online presence is key to ensuring 25 or more daily online appointments. **The average service ticket will be \$85.00 after the opening week with a minimum of \$550 or more.** Throughout the year we plan to see ticket sizes increase as large service jobs are booked and completed through gradual acceptance and positive credibility.

Within our \$15,000 budget, we aim to utilize a variety of media outlets leading up to the opening of the new location and going through the end of the 2018 year. With Groovy Automotive going into uncharted territories, The Elevate Group hopes to ease their minds with community-based brand messaging and service that will cover all areas of the trial expansion from Austin to Colorado Springs.





BRAND VARIABLES

You will be hard pressed to find anyone that has spent time in Austin and hasn't come across the hip yellow peace signs that grace the face of Groovy Automotive. Founded in 1993, Groovy Automotive opened in the hopes of bringing an honest garage to the neighborhood. Drawing its name from an original cast of part-time musicians/part-time mechanics, this shop has evolved to becoming not only a leading face in the Austin automotive scene, but a symbol of the city itself.

The ultimate force behind this vibrant shop is the priority and emphasis on customer service. Groovy Automotive has prided itself on quality through speed, doing it right the first time, and standing behind their work. This quality is unmatched throughout the city as they are a one stop shop that provides full service auto care, ranging from oil changes to tire service to A/C repair. Every vehicle owner understands the frustration of mechanical problems, which often can hinder plans and responsibilities, so Groovy Automotive has stepped in to be the "neighborhood garage" that provides insightful information to customers with honesty at its core. The shop shows their customer-first mentality by providing "car care tips" on its website, as well as a vehicle maintenance look-up service, in order to consistently serve their customers. Stepping into any of their three locations, customers can truly feel the groove in knowing that their integrity is not for sale. Led with a down to earth spirit, Groovy Automotive aims to never take advantage of its customers in an industry where most often do.

Yes, they are an auto shop, but they are also much more. Groovy Automotive aims to build up the area it is located in. Voted "Best of Austin 2017: Auto Shops", Groovy Automotive has implemented neighborhood potlucks, invitational golf tournaments, charity/philanthropy events, and their humorous "Groovy News" segment in order to build and bring together the people that make this city so great.

The new location in Colorado Springs will cater to those who need minor to major fix-ups, as well as those who are looking to find a trustworthy home to take their vehicles to regularly for maintenance. Groovy Automotive intends to bring Austin vibes and start a new standard of authenticity to auto shops in the area, something the huge national chains just can't do. An emphasis on being a vehicle that builds up the community will set Groovy Automotive apart from the rest. Groovy Automotive is seeking to truly embody the Colorado Springs scene without compromising its Austin heritage.



COMPETITIVE PROFILE



Stanley's Garage Inc.

- It is a family owned business that has stayed small and is dedicated to excellent customer service.
- They have maintained their business mainly through word-of-mouth referrals and creating long-lasting relationships with customers.
- Although they only have 2 main mechanics, they are a favorite in the area because of the longevity of the garage.
- Unlike Groovy Automotive, they are only open Monday through Friday from 8:00 a.m. to 5:30 p.m.
- They are close to Groovy's planned location and have a similar focus on excellent, honest customer service.

Threat Factor: Stanley's Garage could pose a challenge to Groovy because it has excellent brand recognition due to its longevity, is very close to Groovy's proposed location, and attracts a similar type of customer to Groovy.

Courtesy Automotive SERVICE CENTER

- Gray's is one of the most popular garages in Colorado Springs.
- It is listed on several service websites and highly rated on Yelp.
- They have been around since 1973 and emphasize both "old-fashioned" customer service and quality work.
- With vintage cars always parked out front, they, like Groovy, put effort into the outward appearance of the garage.
- In addition, Grays garage has a modern, up-to-date website and active social media presence.
- They have also increased their popularity in the area by offering significant discounts to military, police, and emergency workers.
- M-F 8:00 a.m. to 5:30 p.m. and Saturday 8:00 a.m. to 1:00 p.m.

Threat Factor: Although further away, Gray's garage is a threat to Groovy because of their modern website, high Yelp and local blog ranking, and their discounts to select community members.

GRAYS TIRE & AUTO

- Courtesy Automotive Center is one of the largest garages in our planned neighborhood.
- They have brand new, modern facilities and emphasize discounted prices and speedy service.
- They are AAA approved and offer an alternative to going directly to the car dealership for repairs.
- In addition, Courtesy Automotive Center has a great website with a tool that lets you book your appointment online and seasonal promotions.
- However, this garage is part of the NAPA Autocare conglomerate of automotive repair garages that has centers all over the country.
- They are also only open weekdays from 8:00 a.m. to 5:30 p.m.

Threat Factor: Courtesy Automotive Center is a threat because of their state of the art facilities, large scale of operation, and low prices.

TARGET AUDIENCE

Though just a quick jog south from Denver, one of the most liberal cities in the country, Colorado Springs remains centered around a conservative lifestyle. The birthplace of Focus On the Family and many other evangelical efforts, the city is populated largely by pious, family-oriented individuals who work blue-collar jobs and tend to be rather outdoorsy. Over half of the population of our zipcode in particular are married, and have either young children living at home or kids that have moved out, leaving a large group of empty-nesters behind. These inherent characteristics understandably contributed to situating CO Springs amongst the top 10 best places to retire in the US.

With these general demographics in mind, The Elevate Group will focus on residents of Old Town, split into two groups based on age. Consumers ages 45-60 account for over 36% of new cars bought nationally. This group, further expounded upon below, is a safe investment for Groovy's transitional period. Though it can often be difficult to entice an older audience to change their thoroughly established habits, we know that Groovy's business model, based on honest, fairly priced services and quality products, will attract and keep this lucrative group of "Old Classics."



Our second focus lies with residents ages 30-45. Spritly, travel-enthusiasts and adventure hungry, this group of millennials brings their own set of characteristics and income to the Springs scene. This segment of the market wants products that look AND feel good--services that Groovy can expertly provide. Young "Hot Rods" are the perfect secondary segment.

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The Old Classics

- Aged 45-60; married
- Median income of \$71,287; have a disposable income and value acquired assets
- High probability of buying a new car (per national average)
- Twice as likely to expect to spend more than \$1000 on maintenance/repair than younger car owners; consumers 45 and older account for 35% of industry revenue

Our primary target is the Old Classics, who are cruising down the highway of life and enjoying everything that has and will come. They lead a conservative lifestyle and have stayed in Colorado Springs because its pace of life doesn't control them. This group likely has strong brand loyalty towards their current provider, but will make the change for a new company that better suits their lifestyle and stick with them through thick and thin.

The Young Hot Rods

- Aged 30-45
- Median income of \$52,448
- Newer car owners are more likely to buy appearance products
- Millennials are likely to have most auto

services performed; consumers 30-45 contribute to 14% of the automotive industry revenue and business customers contribute to 22%

Our secondary target, the Hot Rods, are car-owning older millennial professionals driving toward new experiences. As these professionals get rolling in the workforce, they are inclined to explore the Colorado scene. They are always on the move and have been found to drive up to 20 miles for service. The Hot Rods have a bit less income than the older Classics, but are more susceptible to leaving their current auto-care service provider since they haven't had as much time to develop brand loyalty. Many are also recent movers, so these newbie Springers are looking for a trustworthy homebase for their vehicle. Digitally, this group is far more advanced and has consumed media and data via mobile devices on a large scale.



GEOGRAPHIC PROFILE

80904: Old Town Overview

The heart and soul of El Paso County is Old Town, Colorado Springs, 6,000 ft above sea level. Situated on the quaint South 27th Street, at the corner of West Cucharras, Groovy's new location will be the gem of Old Town. Known for its slow lifestyle, Old Town is reminiscent of another era, with a main street populated by local eateries, theaters, shops, and parlors. The population of zip code 80904 is comprised of 84% caucasian residents. Of total residents, 46% are married, and out of all the households in the area, 70% are family homes. The median age of this zip code is 48.2--14.1 years older than the main population of Colorado Springs.

The Great Outdoors

Old Town is a place for savoring and sauntering. Visitors take their time, walking through the main streets from shop to shop. This is made easy by the gorgeous weather of Colorado Springs and the inspiring views of Pikes Peak. The metropolitan area is framed with dozens of parks, as well as historic Garden of the Gods. An abundance of outdoor excursions means ample opportunity for outdoor messaging, which is where Groovy thrives. Built on an honest business model, with a loyal customer base of car-lovers and traditionalists alike, the outdoorsy attitude of Old Town frequenters will make the perfect empty canvas for Groovy's services.

50° AVG TEMP

\$52K MEDIAN INCOME

A New Climate

As Austin, TX natives, Groovy will have to expand its offerings to cater to the new climate and new road challenges of its northern counterparts. With mountains come snow--in the city, an average of 3.5 inches per year, with a winter alone average of 5.8 inches. Citizens of Colorado Springs (or, "Springers") will expect offerings such as tire chains, defrosting equipment, antifreeze, and other heavy duty gear to protect not just their cars, but also their families and loved ones while driving during the winter. In the shadow of Pikes Peak, many Springers travel beyond the Old Town streets, and will need equipment and repair up to the challenge of the famous fourteener's steep slopes.

Room to Grow

A notable feature of Colorado Springs is its flat land with widespread neighborhoods and businesses. It is the largest city in Colorado by size. Over 2/3 of the population (88%) of CO Springs owns at least one car, the median being 1.4 cars. This same population drives an average of 10-22 minutes to work every morning. This translates to a lot of cars using a lot of road time. The town sprawls across the arid plains east of the Rockies and lies 70 miles south of Denver. Despite its proximity to this major midwestern city, Colorado Springs is growing, and is considered one of the best retirement towns in the country. With a population of blue collar workers and a need for a small-town, reliable, quality car maintenance and repair shop, Groovy will be greeted with open arms.

70% FAMILY HOUSEHOLDS

#1 BEST PLACE TO LIVE

SITUATION SYNOPSIS

BRAND AND PRODUCT VARIABLES

Groovy Automotive has established a standard of customer service excellence that is, quite frankly impossible to match. The priorities of honesty and community, are proven to provide for a better automotive service experience Groovy will uphold these acclaimed values at their new Colorado Springs location. The auto shop will introduce new less intimidating auto service, that actually fun to be a part of.

TARGET MARKET

Groovy is holding tightly to its values and consistency in who their target market is. The vehicle users in Colorado Springs are comprised of two target markets. The primary target will be comprised of older (45-60), married folk who make up the majority of the market with disposable income and car maintenance tendencies. The new location will catch the eyes of our second target, the younger, more spunkier group who are eager to try new things. These two targets will be the foundation of the existence of our new location.

COMPETITION

In any established we evidently see the establishment of a multitude of auto-service stations. Colorado Springs isn't an exception. We identified two local service stations that have been around for a while and long-proved their significance and worth. These two companies, Gray's Tire and Auto as well as Stanley's Garage, hold similar values in regards to customer service and local appeal. Another huge competitor is Courtesy Automotive, which holds a strong and modern presence in the NAPA chain of automotive service.

MEDIA MENU

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 color
Colorado Springs Business Journal	1,755	(1) \$655 (2) \$590 (13) \$470	(1) \$1,215 (2) \$1,100 (13) \$860	plus \$25 per page
	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 page/ issue
Colorado Springs Style (Color)	20,000	(1) \$950, (3) \$855, (6) \$808	(1) \$1706, (3) \$1535, (6) \$1450	(1) \$2,635, (3) \$2,363, (6) \$2,231
Colorado Springs Style (B&W)	20,000.0	(1) \$713, (3) \$631, (6) \$606	(1) 1280, (3), \$1151, (6) \$1088	N/A
LivingWell	114,800+	(1) \$475, (4) \$355, (8) \$310	((1/3 page)) (1) \$850 (4) \$635 (8) \$550	(1) \$1,400 (4) \$1,050 (8) \$550
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) \$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

Radio: 18+, 00:60	
Radio Daypart 4Q17	CPP** 60 secs
AM	\$42
Daytime	\$38
PM	\$46
Evening	\$20

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 (per gas station, per 4 week period)	Top of Pump TV	\$395 -\$695
	Gas Pump Main TV	\$1,195-\$1,395
	Ice Chest	\$600-\$1,200
Banners (outdoors)	Street Banners	\$280-\$450
Other	Bench	\$75-400

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

DISCOUNTS	
Name	RateRate
GROUPON 50% discount if spent over \$100	\$50.00/Groupon