

# Two New Wheels on the Road



CHEVROLET

# License 150 and 250

## Brand Research

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The first thing that was considered was the name of this new urban scooter for Chevrolet. Building on concepts that will be discussed in the messaging and keywords section of the final project, the name Chevy License 150 and 250 were determined. As part of the messaging, two versions of the bike are to be offered – playing on the fact that these vehicles had two wheels, which is a unique endeavor for Chevrolet.

## Market Opportunities and Needs

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In this format proposal, the font of Dubai Medium is used for the headlines and subheads. It is a sans serif font that appears to demonstrate a certain amount of boldness. Capital letters for the headlines and subheads was also used to illustrate this boldness as well.

## Brand Research & Interpretations

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The text fields of this format proposal use Georgia font of 12 pt. This is a subtle, readable serif font that brings forth a spirit of elegance and clarity but seems to add a bit of boldness that may be good or bad. I am trying to decide at this point between the second or third of these designs.

## Brand Extension

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The sub-headlines are gold with a light gray shadowing. This contributes to readability and is very eye catching. The gold is reminiscent of the Chevy gold bow tie emblem. This format differs in that it does not have ALL CAPS in the sub-headlines.

## Gap Analysis

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The margins were squeezed to 0.5” as opposed to the traditional 1.0”. The header was based upon some suggestions from Microsoft Word using the light blue triangular shape.

GAP IDENTIFICATION: This is an example of a sub categorization of key concepts. Using UNDERLINED ALL-CAPS, the font style creates a further subdivision of information and brings attention to the category of the larger category of information.

CHARACTERISTICS OF THE NEW CHEVY LICENSE: text

## Audience Analysis

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DEMOGRAPHICS: text

PSYCHOGRAPHICS: text

LANGUAGE AND MESSAGING: text

## Public Relations Strategy

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TACTICS: text

STRATEGIES: text

DIFFERENTIATION: text

## Metrics

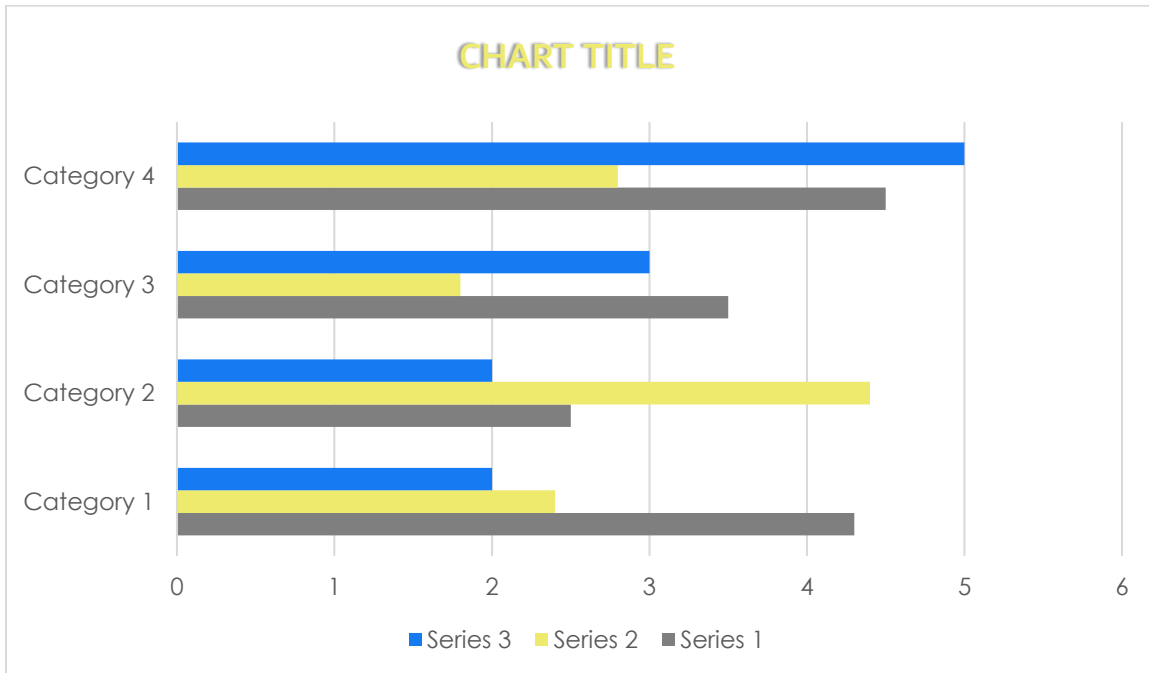
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GOALS AND OBJECTIVES: text

MEASUREMENT PRACTICES: text

DATA ANALYSIS: The below chart and table incorporates the already established color schemes and fonts with the addition of the light blue – indicative of the original Chevy blue that was in the logo going back to the company's beginnings.

**Table 1: text**

heading		

## Conclusion

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